



dilithium Press

dilithium Press Directory
West Coast Computer Faire

BOOTH: #414, Civic Auditorium

- + Registration to win 10 free books or software
- + Spotlight on the just-released PRESENTING THE MACINTOSH
- + Demonstration of TELOFACTS -- the software tool for designing and automating questionnaires
- + Demonstration of 32 BASIC PROGRAMS -- the software package which was the #1 best-selling book/software package in the B. Dalton bookstore chain in 1983 (Commodore 64 version) The series has sold over 185,000 copies.

BOOKSIGNING AND DEMONSTRATION: Bookmania Bookstore,
160 California St.

Wednesday, March 21 - 1:00-3:00 -- Author Jerry Willis will be signing copies of the best-selling book COMPUTERS FOR EVERYBODY, 3RD EDITION and COMPUTERS FOR EVERYBODY 1984 BUYER'S GUIDE.

Thursday, March 22 - 1:00-3:00 -- Authors Merl Miller and Mary Myers will be signing PRESENTING THE MACINTOSH and demonstrating the features of the Macintosh computer.

CONFERENCES:

Thursday, March 22 - 4:00-6:00, Room #315, Civic Auditorium -- Best-selling author Jerry Willis will present "Writing the Great American Computer Book" as part of the conference on "Writing and Word Processing Professionally."

Saturday, March 24 - 11:00-2:00, Room #404, Civic Auditorium -- Authors Jerry Willis and Jay Shrock will team up to present "Me and My Modem" as a part of the conference "Telecommunications II."

INTERVIEWS:

Merl Miller and Jerry Willis will be available for interviews throughout the Faire. Contact Ann Hovland at the dilithium Press booth for appointments.

8285 SW Nimbus
Suite 151
Beaverton, Oregon 97005
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For Immediate Release

Contact:
Ann L. Hovland,
Public Relations
800-547-1842

BEST-SELLING COMPUTER BOOK AUTHOR TO REVEAL
"HOW TO WRITE THE GREAT AMERICAN COMPUTER BOOK"

BEAVERTON, OR (March 22, 1984) -- Author of more than 30 books and cited by the Wall Street Journal as one of the most financially successful computer book authors, Jerry Willis will share his insights at two conferences at the West Coast Computer Faire in San Francisco, March 22-25.

"Writing computer books is as much writing about people as it is about technology," Willis explains. He will elaborate on his own writing philosophy and reveal the secrets of his success at the conference on "Writing and Word Processing Professionally" on Thursday, March 22 from 4:00 to 6:00 p.m. in room 315, Brooks Hall, Civic Auditorium. Writing the Great American Computer Book will be the subject of Willis' presentation. He will offer suggestions to aspiring authors on how to:

- + Select a Salable Topic
- + Organize for the Writing Process
- + Organize the Book Itself

+ Find and Select the Best Publisher

The floor will be opened up for questions after the author's presentation.

Also a key speaker for the "Telecommunications II" conference on Saturday, March 24 from 11:00 - 2:00 in room 404 (Brooks Hall, Civic Auditorium), Willis will team up with Jay Shrock to present Me and My Modem. The two authors will talk about:

+ What Telecommunications Is

+ What Equipment is Needed to Get "Online"

+ The Wide Variety of Telecommunications Services Available

Both of the conferences are free of charge and open to all Faire attendees.

Jerry Willis' first book Peanut Butter and Jelly Guide to Computers, written in 1978, was selected by the Library Journal as the outstanding computer book of the year. He has published over 20 titles with dilithium Press including Computers for Everybody which he coauthored with Merl Miller in 1981. Now in its 3rd edition, Computers for Everybody has become one of the best-selling computer books on the market. Willis is currently at work on 6 new books which will be published by dilithium Press this fall.

Jay Shrock is a doctoral student at Texas Tech University who has harnessed the power of personal computers in his personal as well as his professional life. He will publish his first book with dilithium Press this fall.

Jerry Willis and Jay Shrock will coauthor a forthcoming dilithium Press book about telecommunications, Exploring The Outer Limits, which will be released this fall.

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For Immediate Release

Contact:
Ann L. Hovland,
Public Relations or
Wynne Ramirez,
Marketing
800-547-1842

DILITHIUM PRESS ANNOUNCES
NEW PRODUCTS FOR APPLE'S MACINTOSH

Selected as a "seeding" site by Apple Computer, dilithium Press was given the opportunity to develop several new products prior to the Macintosh release in January. dilithium Press plans to release at least four new books and book/software packages for the Macintosh in 1984:

PRESENTING THE MACINTOSH, by Merl K. Miller and Mary Myers, is an easy-to-read examination of Macintosh features and a good explanation of how the Macintosh is unique. This book clearly describes the Macintosh word processing program, MacWrite, and the computer's illustration graphics package, MacPaint. One of the first "Mac" books to be released, PRESENTING THE MACINTOSH is available now.

ISBN 0-88056-305-2 128 pages/116 illustrations \$5.95

HOW TO USE THE MACINTOSH, by Jerry Willis, is a guide that helps you get started with your Macintosh. With an

emphasis on very practical information, the author thoroughly describes the computer and its basic components, and provides step-by-step instructions on how to get it "up and running".

ISBN 0-88056-307-9 128 pages/25 illustrations \$5.95

TELOFACTS 2 FOR THE MACINTOSH is a book/software package that helps you design and automate custom questionnaires. This completely revised version of dilithium Press' TELOFACTS software incorporates Macintosh's graphic menus and the simplicity of its mouse capabilities to make your information-gathering task fast and efficient.

ISBN 0-88056-223-4 150 pages/70 illustrations

PC TO MAC AND BACK, by Peter H. Mackie and John R. Griffin, is a communications package designed specifically for the Mac. This book/software package provides for any binary or text files to be transferred between the IBM PC and Apple Macintosh computers. It enables you to send and read bulletin board messages, have person-to-person interactive dialogue, and enjoy automatic electronic mail.

ISBN 0-88056-224-2 96 pages/46 illustrations

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News

FOR IMMEDIATE RELEASE

CONTACT: Ann L. Hovland, Public Relations or
Wynne Ramirez, Marketing
800-547-1842

PRESENTING THE MACINTOSH

Scheduled for release in March of 1984, dilithium Press is proud to present one of the first publications on the sensational new Macintosh computer. PRESENTING THE MACINTOSH, by Merl K. Miller and Mary A. Myers, unveils Apple Computer's latest innovation. The first in a series of at least four new dilithium Press publications on the Mac, this book provides a clear and detailed description of the computer's extraordinary functions and capabilities.

PRESENTING THE MACINTOSH introduces you to a new technology that is exciting the computer industry. A mouse that commands and windows to peek through are only some of the progressive features that this book introduces you to. This book also covers other exceptional features of the Mac in an easy-to-read fashion. It -

- * explores the Mac's electronic desktop
- * outlines word processing fundamentals
- * describes Mac's word processing program, MacWrite
- * shows you how to use MacPaint to create graphs, charts, and illustrations for business or pleasure!
- * predicts the future of the Mac
- * includes a handy glossary

An extraordinary feature of the Macintosh is that it is image oriented. This means that there are no complicated commands to learn and very little to remember. After reading this book, consumers may never want to go back to the "old" way again.

ISBN 0-88056-305-2

128 pages/116 illustrations

\$5.95

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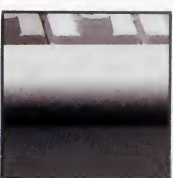
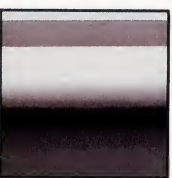
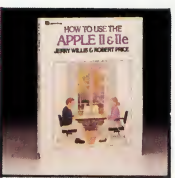
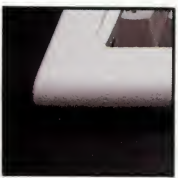
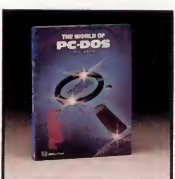
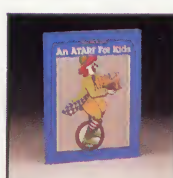
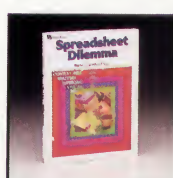
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DILITHIUM PRESS SERVICES

Buying computer books and software is a tough job these days. The technology changes so fast and it seems it's up to you to keep track of what computers are new, what software is popular, and which programming language has just caught everyone's fancy. We **know** it's difficult! That's why we do our best to make the whole process easier for you.

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YOU'LL ENJOY OUR BRAINFOOD NEWSLETTER! Our bimonthly newsletter highlights current news in the computer industry, and informs you of upcoming computer shows. It also includes a section called "Answers From Merl" where Merl Miller answers your questions about selling computer books and software.

ORDER OUR FREE CASSETTE! In order to be a successful part of the "computer revolution," you need to know the specifics of how to display and sell computer books and software. Merl Miller, dP Chairman, recently completed a 20-city tour giving seminars for booksellers on how to make computer sections work. A cassette recording of his final session is now available, free upon request. Just call us at **(800) 547-1842** outside of Oregon, or 646-2713 in Oregon.

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YOU PROBABLY ARE AWARE OF DILITHIUM PRESS' REPUTATION FOR PUBLISHING QUALITY AND TIMELY BOOKS AND SOFTWARE. FOR US TO USE ADJECTIVES LIKE "EFFICIENT AND RAPID" WITH ORDER FULFILLMENT, AND "FRIENDLY" WITH CUSTOMER SERVICE MEANS THAT WE'RE SERIOUS ABOUT DELIVERING BOTH PRODUCT AND SERVICE TO YOU.



DILITHIUM PRESS SERVICES



When you buy and display computer books and software, you should emphasize audience level. We help you do that by breaking down our books into **5 different audience levels**: general interest, business, software, programming and hardware. Plus we mark the audience level on the back cover of our books.

GENERAL INTEREST. There are three kinds of general interest books: introductory, literacy, and non-specific. An introductory book tells you how to use a particular computer or program. A literacy book, like **Computers for Everybody**, tells you how to buy a computer, what to do with it, and how much it will cost. A non-specific book discusses the computer industry in general.

BUSINESS. Business books can be broken down into two categories: small business and managerial. The small business books, for example, might tell you how to buy an accounts receivable package, how much to spend for a computer or how to decide whether or not you need a consultant. A managerial book tells you how to become a better manager.

SOFTWARE. Software comes in a variety of forms. The first thing you should know is that software is the program(s) that makes a computer do something. It can be a complex accounts receivable package or a simple game. A program might be so simple that you can type it into the computer yourself. If the program you are typing into your computer is taken from a book, then the book is a piece of software. Software is also made available on cassette tapes or disks.

PROGRAMMING. Programming is the physical process of making the computer do something. Programming books can be divided into two groups: theory and languages. Programming theory books will sell well in your store to people who are interested in developing their own programs. BASIC programming books should comprise a large portion of your programming shelf and there should be a fair selection of books on other computer languages.

HARDWARE. Hardware books describe the internal workings of a computer. Be careful with books in this area. Some books with introductory sounding titles are actually hardware books that will alienate your customers.

TO HELP YOU EVEN FURTHER, WE DIVIDE OUR BOOKS INTO 4 LEVELS OF DIFFICULTY. These levels refer to how easy the book is to read and how much technical background is required. EACH TITLE IN THIS CATALOG HAS A NUMBER BESIDE IT, WHICH INDICATES THE DEGREE OF DIFFICULTY.

LEVEL (1) books are the most elementary. The primary purpose of a level (1) book is literacy. Books at this level have an 8th grade reading level and require no electronics, math or computer background. In addition, there is very little computerese.

LEVEL (2) books may or may not assume some computer background. They do, however, use some computerese and the author assumes that you have a specific goal in mind. The reading level, however, is the same as level (1) books. The market for level (1) and level (2) books is exactly the same. The difference is that a level (2) book requires more time because it uses more computerese.

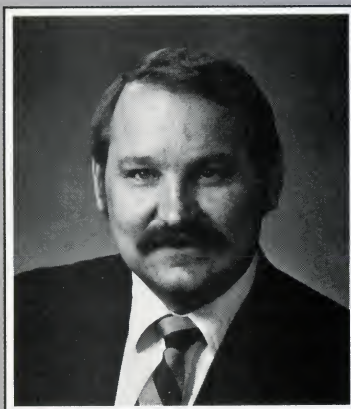
LEVEL (3) books are intended for serious computerists. Books at this level, for example, teach you how to program in assembly language or how to repair your computer. The reading level may still be at a fairly low level but you are expected to have some technical background.

LEVEL (4) books are textbooks or professional reference books on computers.

Note: Books with a (C) after the title are books for children.

A LETTER FROM MERL MILLER

CHAIRMAN

**Dear Friend:**

These are exciting times for booksellers. Just as it looked like our industry was in real trouble, the computer came along and changed everything. Now it's up to you. You need to decide how you are going to participate and lay out some clear plans that will put you in the forefront of this "computer revolution."

In the next two years, three times as many personal computers will be purchased as there are now. This means that the primary market for computer books and software is, and will continue to be, either people who are thinking about buying a computer or people who have just bought one. If you don't do something to attract these people, you will sell only a fraction of what you could. Now is the time to start selling software in your store.

Software is a program or group of programs that makes a computer do something. You can actually do things with a computer without programming experience. And because of this, software is becoming the most profitable part of the computer industry. By the end of this decade, total software sales for personal computers will be greater than total book sales on all subjects.

Software will attract people into your store who don't even normally buy books. More importantly, from your viewpoint, software can be sold in a bookstore. You don't need to know anything about computers or software to sell our software and we expect other publishers to follow suit.

So what kind of software should you sell? Basically, anything under \$50. Games? The video game market was originally based on 200 products for 6 machines. If you carry games at all you should carry arcade games, simulations, adventure games (participatory novels?), and strategic games.

Combination packages of software programs are becoming increasingly popular, due to their wide range of interest and low cost. For instance, *32 BASIC PROGRAMS FOR THE COMMODORE 64 COMPUTER* is a top seller. It includes a variety of programs: applications, educational, games, graphics, and mathematics.

Business and managerial software is selling well, although combination worksheets, such as spreadsheet add-ons may start slowly.

One important thing to consider as you buy software is what the publisher is going to do for you. *Technical Support* is especially important. Software publishers should provide your customers with accessible technical assistance. This means your customers have someone (besides you) to call when they don't understand something. And you will not have to even be involved when there are problems.

Documentation is another important topic. Our software is sold either in book form (with program listings included) or in book/software packages. The book is the documentation. This means the documentation is easy-to-understand and complete.

Attractive packaging is a must, especially as software competition escalates. Software should be displayed right below eye level, with some of it face out.

The publisher's *discount structure* and *terms* need to be examined carefully. Our terms for software are the same as for our books, but not many software publishers are doing that. Our return policy for software is also the same as for our books (you can return it any time with 100% refund).

We hope you'll join this revolution. We have tried to make it as painless as possible. We have book terms for software, and software packages that look just like books. Our packages have all the advantages of books: you can open our software book and look inside. Inside you will find colorful pictures, clear diagrams and understandable directions. To join the revolution, talk to our local representative or call us toll-free at **800-547-1842**.

Call us any time you need help, want a friend or would like to talk about this crazy business.

Best regards,

Merl K. Miller,
Chairman

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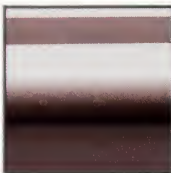
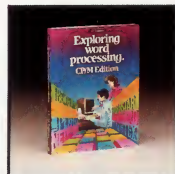
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LET US HELP . . .

If you think as we do, computers are amazing! They never cease to excite us with their possibilities. But interest levels may vary between you and your next-door-neighbor. Your neighbor may be very technically oriented and may enjoy doing machine language programming. You may just be curious about what all this hoopla is about and want to learn a little about computers in a general sense. Or vice versa.

Which is why we have divided our catalog into subject areas and then categorized each title into level of difficulty. That will help you decide which book and/or software package best suits your needs.

First, the subject areas:

NEW TITLES: This section contains all of our new books and software titles for Spring. Under each title, a month is indicated when the book or software will be available. Feel free to order ahead of time and we will ship the title when it arrives in our warehouse, or visit your local bookstore or computer store during the indicated month and buy directly from them.

GENERAL INTEREST: These are books on computer literacy and are of general interest.


BUSINESS: Computer books and book/software packages specifically for use in businesses.

SOFTWARE: Books and book/software packages to make your computer do something.

PROGRAMMING: Books about computer languages and operating systems.

HARDWARE: Books that describe the internal workings of a computer.

Please note that after every title there is a number. That number indicates degree of difficulty of that book or book/software package. **(1)** is very easy, **(4)** is very technical, **(C)** indicates books for children. Most people read level **(1)** and **(2)** books.

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As always, we welcome your thoughts, comments and suggestions. If you would like to be a part of our author team, please write and tell us about your project.

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Note: Prices and sizes of books listed in this catalog are subject to change.



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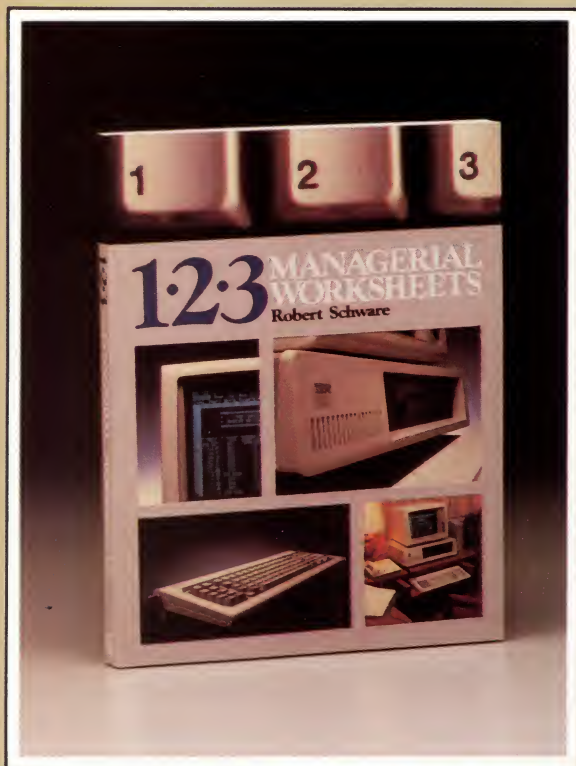
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Robert Schware

Let 1-2-3 help you be a better manager! Here's a collection of useful and creative managerial applications for this bestselling software package. These worksheets allow you to use the multi-functional capabilities of 1-2-3 to calculate your personal net worth, your rate of return, ratio analysis, cash flow management, comparative investment, and linear regression analysis. A complete inventory management system is also included.

These worksheets range from very simple to sophisticated. You can use them immediately, regardless of your level of expertise. As you use them, you learn what this powerful managerial tool can do for you.

This book gives you down-to-earth instructions for preparing and using each worksheet. You learn management techniques while you put the worksheets together and while you use them.

Every worksheet can be modified, so you're given ideas on how to change them to fit your needs. And the section on Integrated Worksheets shows you how to combine your worksheets. The possibilities are endless!

You can either buy the book alone and type the programs in yourself, or buy the book/software package and have a disk that is ready to run in your computer.

BOOK:

dilithium Press 200 pages 6 3/4 x 8 3/4
ISBN 0-88056-144-0 April paper \$19.95

★ BOOK/SOFTWARE PACKAGE:

dilithium Software 5 1/4" disk
ISBN 0-88056-195-5 May \$39.95

Software runs on **IBM PC, IBM PC XT, COMPAQ** or other **IBM-compatible computers** with: 192K RAM with DOS 2.0 or 128K RAM with DOS 1.1

- 2 disk drives with 2 double-sided, double-density disks or
- 1 disk drive and 1 hard disk with 1 double-sided disk

A monochrome or color graphics display monitor

Printer. (recommended)

Lotus 1-2-3 Program disk (version 1.0 or 1A)



32 BASIC PROGRAMS FOR THE COLECO ADAM™ (1)

Tom Rugg and Phil Feldman

Here's another new title to enhance dilithium Press' "32 BASIC Programs" series, written specifically for your Coleco ADAM computer.

This book is brimming with 32 fully-tested, ready-to-run programs. Games, graphics, educational applications and practical uses are included. Every chapter follows a successful formula designed to make it easier for you to use each program. The authors describe the purpose of the program, and then tell you how to use it. They include a sample run and the complete program listing. They also suggest easy changes and other projects for you to do. Main routines and variables are also listed.

You can either buy the book alone and type the programs in yourself, or buy the book and software as a package and have a digital data pack that's ready to run in your computer.

BOOK:

dilithium Press 288 pages/50 illustrations 6 3/4 x 8 3/4
ISBN 0-88056-141-6 June paper \$19.95

★ BOOK/SOFTWARE PACKAGE:

dilithium Software data pack
ISBN 0-88056-201-3 June \$39.95

32 BASIC PROGRAMS SERIES A List of Programs.

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Biorhythm Quest/Exam
Checkbook Sortlist
Decide Stopwatch
Loan

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Jot
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See pages 19, 20, 21 and 22 for more books and software in the 32 BASIC PROGRAMS series.

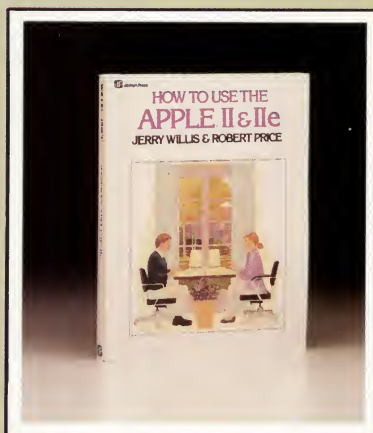
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Jerry Willis

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HOW TO USE SERIES

Here are all the secrets you need to know to successfully and happily operate your Apple II and IIe, Coleco Adam, or IBM PCjr.

These books assume you know nothing about computers. Each one introduces you to your machine and its basic components, and tells how they work together. You get step-by-step instructions on how to set up your computer, how to start it running, and how to load and save your programs—all in a comfortable, readable style.

The authors include special hints on how to handle problems you might run into with your machine, how to use and modify programs published in books and magazines, and where to look for more information.

With the emphasis on practical information, these guides help you learn to effectively use your computer.

**3 NEW TITLES IN THE DILITHIUM PRESS
"HOW TO USE" SERIES
See page 14 for other titles in this series.**

NEW TITLES FOR SPRING



SIMPLY VISICALC® (2)

Barbara Chirlian

You can use VisiCalc in a few simple steps! This book gives you the underlying concepts of the VisiCalc program and provides you with detailed explanations of how it works.

Rather than trying to teach you everything there is to know about VisiCalc, this book

teaches you enough about the program so that you can get started. Bridging the gap between beginners and the formal VisiCalc documentation, it provides a concise overview of the program's capabilities. Clear, simple examples and detailed illustrations give you a good picture of how the program works, and how you can make it work better for you.

This book shows you how VisiCalc can do some impressive tricks with labels, formulas, electronic sheets and columns. You learn how to "stretch" and modify VisiCalc's electronic worksheet to make the most of your computer's memory. Plus you're given some helpful graphing techniques.

After you read this book, designing and applying VisiCalc models to solve your particular business problems is just a matter of practice!

dilithium Press 100 pages/75 illustrations
ISBN 0-88056-130-0 March

6 3/4 x 8 3/4
paper \$9.95

First in dilithium Press' "Simply" series



SIMPLY dBASE II® (2)

Barbara Chirlian

Have you put away your dBASE II because it took too long to learn to use it? Here's a simple, easy-to-follow guide that shows you how to get going with this popular database management program. It tells you the things you really want to know: what you

do, how you do it, and why you do it.

Rather than trying to teach you everything there is to know about dBASE II, this book teaches you enough about the program so that you can add on the parts and specifics that you need for your purposes. You learn how information is handled by the program, what the program does with the information in order to make it useful, and how to retrieve the information from the program.

Everyone has to learn the basics. This book gives you lots of illustrations and has "building block" instructions. If you know a little bit about your computer's hardware, but have no programming experience, this helpful guide gets you started and makes you feel at ease with dBASE II.

dilithium Press 225 pages/100 illustrations
ISBN 0-88056-138-6 June

6 3/4 x 8 3/4
paper \$9.95

Second in dilithium Press' "Simply" series



THE SPREADSHEET DILEMMA (2)

Peter Mackie and
Phyllis Mackie

Regardless of your profession, there's likely to be an important way you can use electronic spreadsheets to make better decisions. An electronic spreadsheet is a software package that allows you

to do financial forecasting and similar applications on your computer. It's really a "live" grid: if you change one number, the rest of the grid is automatically updated to reflect the change.

The problem is that you have to decide which of the packages available for your IBM PC or COMPAQ computer is best suited to your needs. This book is an easy-to-understand explanation of what spreadsheets are and what they can do for you. It's also a unique comparison of 5 of the most popular spreadsheet packages: Lotus 1-2-3, VisiCalc, SuperCalc III, Microsoft Multiplan, and Context MBA.

The software is a visual comparison, and actually simulates the operation of the programs, both individually and side-by-side.

BOOK:

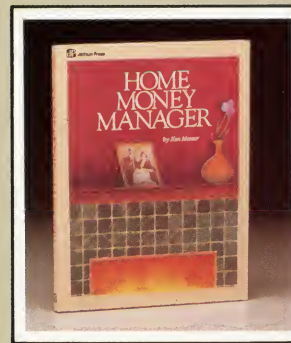
dilithium Press 160 pages 6 3/4 x 8 3/4
ISBN 0-88056-140-8 May paper \$9.95

★ BOOK/SOFTWARE PACKAGE:

dilithium Software 5 1/4" disk
ISBN 0-88056-199-8 June \$29.95

Software runs on **IBM PC**, **IBM PC XT**, and **COMPAQ** computers with:

- 128K with DOS 1.1 or DOS 2.0
- 1 double-sided disk drive
- Either a monochrome or color graphics adapter



HOME MONEY MANAGER (2)

Ken Messer

Here's a program that takes care of all your financial activities in one easy package. You see exactly how you're spending your money. And how your investments are paying off. With this information, you can actually make more money out of what you have!

This money management program, called "Home Money Manager," is designed especially for home use. It helps you set up your own accounting and personal financial management system. And it gives you a wide range of helpful and informative graphs. So you can compare visually how your investments stack up against each other, then you can see how your income and expenses compare. You see where your money is going so you can redirect it to areas that are better for your pocketbook.

BOOK:

dilithium Press 120 pages 6 3/4 x 8 3/4
ISBN 0-88056-143-2 May paper \$9.95

★ BOOK/SOFTWARE PACKAGE:

dilithium Software 5 1/4" disk
ISBN 0-88056-200-5 May \$39.95

Software runs on **Apple II**, **Apple II Plus**, or **Apple IIe** computer with:

- 48K RAM
- 1 disk drive
- 80-column printer (recommended)

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KeepTrack™: File Manager for Personal Computers (2)

Norm Church

Turn your Commodore 64 or VIC 20 into an electronic filing cabinet! KeepTrack is a versatile program that allows your computer to "keep track" of all kinds of information: mailing lists, household inventories, tax expenses, bibliography lists, birthdays, recipes, etc. It's a file management program that stores and retrieves information like an ordinary file cabinet — except it's much faster, better organized, and more flexible.

The book introduces you to KeepTrack, teaches you how to use it, and gives you several useful examples of how KeepTrack is used in small organizations, educational institutions, and for personal use. The program reference guide is also included. It describes all of the features of the program, plus provides you with a cross-reference listing to the more detailed descriptions in other parts of the book.

KeepTrack performs all of the following useful functions: add data, display data, change data, save a file, retrieve a file, print labels, sort by category, turn sort off, and select categories.

BOOK: dilithium Press 100 pages/50 illustrations 6 3/4 x 8 3/4
ISBN 0-88056-128-9 March paper \$9.95

★ BOOK/SOFTWARE PACKAGES:

dilithium Software	5 1/4" disk	dilithium Software	cassette
ISBN 0-88056-185-8	April \$29.95	ISBN 0-88056-192-0	April \$29.95

Software (either disk or cassette) contains programs for **Commodore 64** computers on one side, and programs for **VIC 20** computers on the other side.

Software runs on a **Commodore 64** or **VIC 20** computer with:

- Commodore BASIC
- 16K RAM (for VIC 20, 16K Expansion required)
- 1 disk drive or cassette recorder
- Printer (recommended)

First in dilithium Press' "KeepTrack" series



KeepTrack™: Reporter (2)

Norm Church and
Bruce Schneider

Second in the KeepTrack series, this book shows you a powerful way to create all kinds of reports and mailing labels from KeepTrack files. It gives you a good overview of the KeepTrack Reporter program, and explains how to use this helpful report writer.

You learn how to custom design and format your reports, based on any of the KeepTrack category fields. The book tells you how to select data based on any category, then sort it on multiple categories. You're shown how to use help screens to make the processes of selecting, sorting, formatting, displaying and printing the information easy. You also learn how to create personalized help screens as well as customize the program itself for your special needs.

The program reference guide is also included in the book. It describes all the features in the program and it's a handy quick reference. The software contains a sample file, which allows you to actually follow through the book's many examples.

BOOK: dilithium Press 100 pages 6 3/4 x 8 3/4
ISBN 0-88056-142-4 May paper \$9.95

★ BOOK/SOFTWARE PACKAGES:

dilithium Software	5 1/4" disk	dilithium Software	cassette
ISBN 0-88056-196-3	May \$39.95	ISBN 0-88056-197-1	May \$39.95

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- **KeepTrack Program**
- Commodore BASIC
- 16K RAM (for VIC 20, 16K Expansion required)
- 1 disk drive or cassette recorder
- Printer (recommended)

Second in dilithium Press' "KeepTrack" series



HOW TO MAKE MONEY IN VACANT LAND (2)

Alfred Adler

Are you interested in new avenues for profitable investment? This book opens your eyes to a whole new dimension in investment opportunity. It shows you how dealing with vacant land requires less effort, less knowledge, less skill and is more enjoyable than most other ways of generating income.

The mechanics of buying and selling vacant land are discussed in detail, plus how to make a profit in the process. You're given examples of profitable purchases, how to make improvements, and the process of resale. Solutions to common problems are included, along with ways that microcomputer programs can assist you with those problems.

The author has developed a series of real estate programs that smooth your way to profitable investment in vacant land. They include: a Land Area Computation Program; a Comparison of Sales Contracts; Periodic Payment and Amortization Schedule; Cashflow Program; Database for the Cashflow program; Effect of Delay on Sale Price, and Calculation of Capital Gains and Adjusted Cost Basics. The book is a documentation of the programs. The software contains all of the programs.

BOOK:

dilithium Press 100 pages
ISBN 0-88056-105-X May

6 3/4 x 8 3/4
paper, \$9.95

★ BOOK/SOFTWARE PACKAGE:

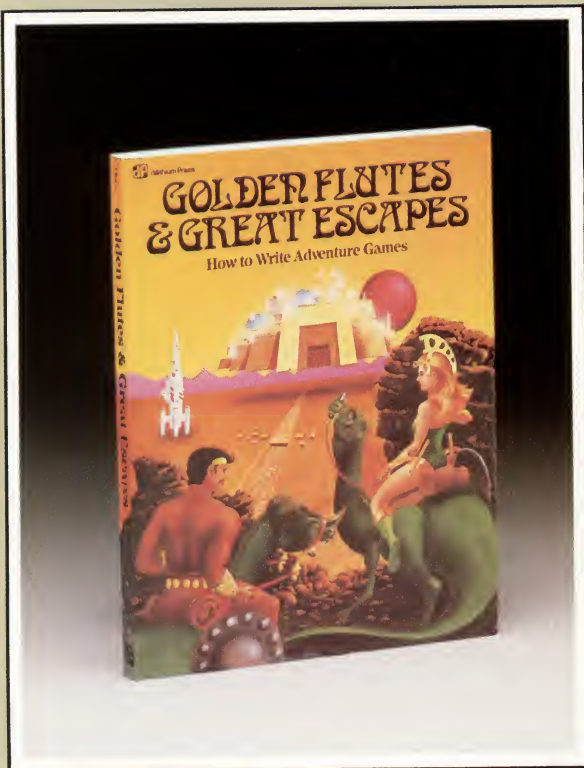
dilithium Software
ISBN 0-88056-202-1 June

5 1/4" disk
\$39.95

Software runs on an
Apple II, II Plus or IIe computer with:

- 48K RAM
- 1 disk drive
- Applesoft BASIC

NEW TITLES FOR SPRING



GOLDEN FLUTES AND GREAT ESCAPES How to Write Your Own Adventure Games (2)

Delton T. Horn

Adventure games are extremely popular and lots of fun, but it's expensive to keep buying new programs. Here's a book that teaches you how to create your own games! It describes the process of designing programs, plus gives you four complete game programs with full explanations of how everything works. Programs included: Golden Flutes, Great Escapes, Mars, and Treasure Hunt.

You don't have to be a computer whiz to understand and enjoy these programs, though a little familiarity with BASIC programming is helpful. By using the tricks and suggestions in this book, you can start programming your own adventure fantasies!

There's a thriving market for good adventure games, so don't forget that you can sell your games for a little extra cash after you've had your fun.

You can either buy the book alone and type the programs in yourself, or buy the book/software package and have a disk or cassette with the programs ready to run in your computer.

BOOK:

dillithium Press
ISBN 0-88056-089-4

200 pages/155 illustrations
February

6 3/4 x 8 3/4
paper \$9.95

★ BOOK/SOFTWARE PACKAGES:

For TRS-80 Model III (also runs on Model 4) computer:

dillithium Software		5 1/4" disk
ISBN 0-88056-193-9	March	\$29.95
dillithium Software		cassette
ISBN 0-88056-194-7	March	\$29.95

For Apple II, II Plus, or IIe computers:

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ISBN 0-88056-206-4	May	\$29.95

For Commodore 64 computers:

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ISBN 0-88056-204-8	April	\$29.95
dillithium Software		cassette
ISBN 0-88056-205-6	April	\$29.95

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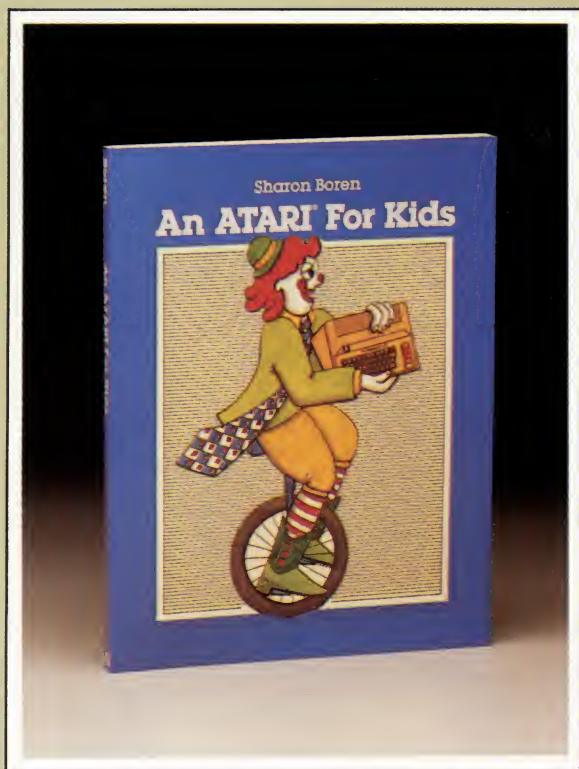
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Sharon Boren, Larry Hovey, and Kathleen Hovey

A fresh, instructive, fun approach to teaching kids BASIC programming and computer operation! Written by a teacher who wanted to teach enthusiastic students about computers, this book is a delight to see and use. It's full of illustrations (a circus theme) and examples that appeal to kids and motivates them to higher learning levels.

Sharon uses a developmental approach to teaching good programming skills with a focus on problem solving, improved thinking skills and creativity.

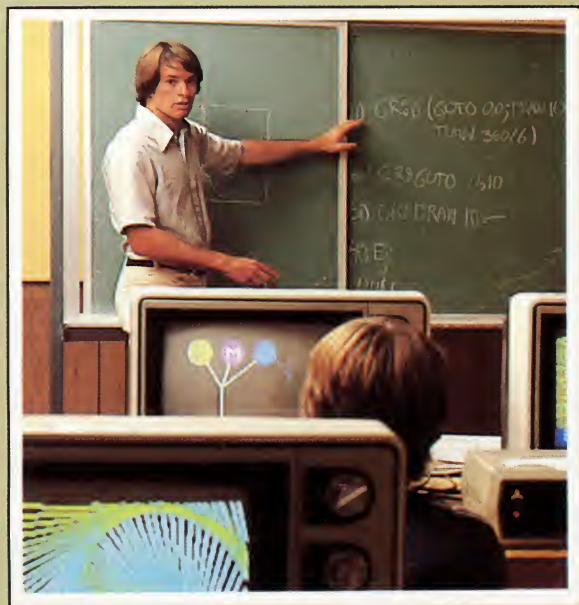
The book is designed for children ages 8 to 13, and parts can be adapted for use by younger children, too.

dilithium Press
ISBN 0-88056-123-8

148 pages/140 illustration
March

8½ x 11
paper \$9.95

Part of dilithium Press' "For Kids" Series. See page 24 for more titles in this series.



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dilithium Press
ISBN 0-88056-124-6

175 pages
May

8½ x 11
paper \$5.95

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dilithium Press
ISBN 0-88056-109-2

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May

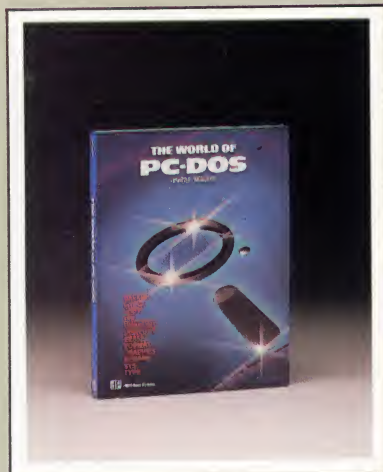
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Yes. This book helps you master DOS (Disk Operating System) operation. It gives you a complete description of all DOS functions and commands. Then you're provided with a powerful interactive tutorial software, written using Seaquest Tutor™. With the tutorial you can practice, by simulation, the DOS commands so that you understand how to make DOS work for you.

You can use this tutorial over and over again for brush-up on seldom used commands or to learn the more advanced uses of DOS.

BOOK:

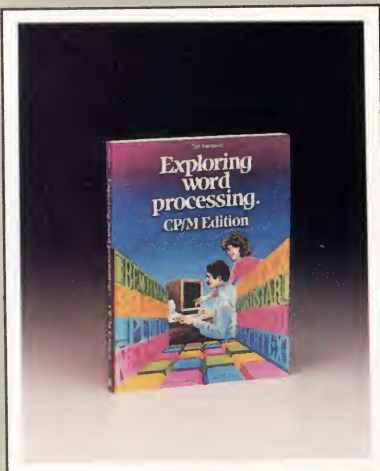
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Software runs on **IBM PC**, **IBM PC XT** and **COMPAQ** computers with:

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- Either a monochrome or color graphics adapter



EXPLORING WORD PROCESSORS: CP/M® EDITION (2)

Carl Townsend

Word processing saves time, and makes your writing faster, neater and fun! The problem is deciding which word processing system is the best one for your needs. Here's an easy-to-read, non-technical comparison of the major CP/M word processing systems available today. This book introduces you to the world of word processing, then gives you an objective analysis of CP/M word processing packages. Editing and formatting capabilities, hardware (systems and peripherals), operating systems and networking possibilities are all discussed.

The following systems are compared: CP/M Editor and TEX; MicroPro's Wordstar; The Final Word; PeachText; The Benchmark; Select; Perfect Writer and MIST.

dilithium Press
ISBN 0-88056-104-1

200 pages
April

6¾ x 8¾
paper \$14.95

First in dilithium Press' "Exploring Word Processors" series

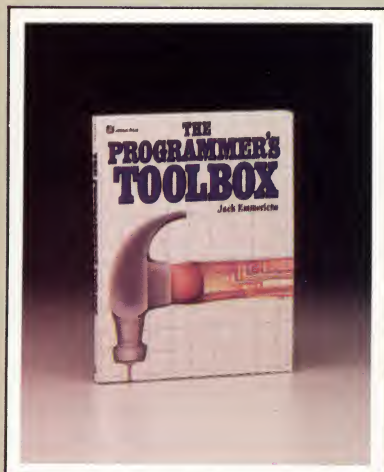
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NEW TITLES FOR SPRING

**THE PROGRAMMER'S TOOLBOX (3)**

Jack Emmerichs

Create programs in Microsoft BASIC by using these handy "Programmer's Tools." This is a book full of example BASIC programs that help you build your own BASIC programs—without line numbers and without most of BASIC's other restrictions. With a full screen editor, you learn how to use meaningful label names, build groups of programs from a library of common routines, and produce various versions of the final programs from one master set of source files. All of these advantages are put to use in developing the "Programmer's Tools" themselves. The book also introduces you to machine language subroutines: where to put them and how to get to them without special steps.

The example programs run on any computer that uses Microsoft BASIC-80 release 5.0 (notably the IBM PC), under CP/M or MS-DOS operating systems.

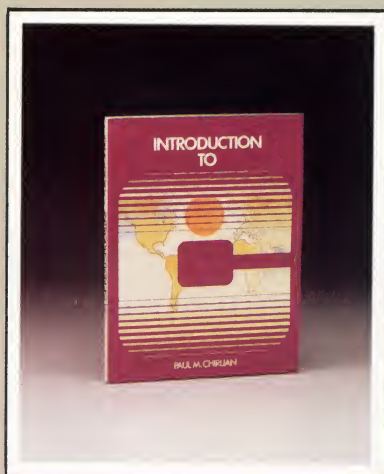
While Jack's book, **HOW TO BUILD A PROGRAM**, is an introduction to program design, **THE PROGRAMMER'S TOOLBOX** teaches you programming skills and tells you about the tools you need to build BASIC programs.

dilithium Press
ISBN 0-88056-303-6

300 pages
June

6¾ x 8¾
paper \$19.95

**Third in dilithium Press' series on Program Design
See page 26 for other titles in this series.**

**INTRODUCTION TO C (3)**

Paul Chirlian

Learn to use the versatile computer programming language C! Here are complete and detailed instructions that get you started, then help you develop good C programming skills. Organized with lots of good exercises and example programs, this book helps you write your own programs—almost instantly. All aspects of C are clearly presented, so regardless of whether you have just a little previous programming experience or are an expert, you'll find this book a useful tool.

The structured nature of C is concisely explained, and several sections focus on structured programming. The topic of documentation is stressed (since C is not self-documenting), and debugging programs are outlined. Appendices list C keywords and C operators. And you're given a comprehensive glossary for quick reference.

Matrix Publishers, Inc.
ISBN 0-916460-37-1

200 pages
April

6¾ x 8¾
paper \$15.95

**WHY PASCAL? (3)**

D. J. desChamps and Suzanne Ropiequet

Is Pascal absolutely necessary for your applications? Should you buy a computer that has Pascal, regardless of price? What are the advantages of using the programming language Pascal in comparison to BASIC or other popular languages? Do these advantages justify buying a Pascal compiler if you already have a computer? Here's a book that answers these and many other questions. It's a thorough investigation and study of Pascal so you can choose a smart course of action.

This book is an objective overview of Pascal, so you can make a good decision in choosing the right programming language for you. Both the strengths and the weaknesses of Pascal are discussed in detail. You're provided with a review of Pascal's sequential instructions, its structured instructions, and the use of subroutines and procedures. And you're given a little perspective by comparing Pascal to some other popular programming languages.

dilithium Press
ISBN 0-88056-302-8

125 pages
May

6¾ x 8¾
paper \$14.95



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Donald M. Layton

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Matrix Publishers, Inc. 170 pages
ISBN 0-916460-39-8 April

6 x 9
cloth \$39.95

ARCHITECTURE OF THE 8048 (4)

Edward W. Page

A beginning book for engineers, programmers and technicians who want to use microcomputers in industrial applications. It teaches you the essentials of microcomputer hardware and software design. Although the concepts covered are applicable to microcomputers in general, the examples and illustrations are specifically for the 8048 microcomputer. The book uses a self-study format, with quizzes at the end of each section—so you have immediate feedback on your progress.

dillithium Press 150 pages
ISBN 0-88056-071-1 April

6 3/4 x 8 3/4
paper \$19.95

FUNDAMENTALS OF ELECTRICAL ENGINEERING ANALYSIS (4)

Paul Chirlian

An introductory text that explains the fundamental concepts and designs of electrical engineering. With a little knowledge of electricity and calculus, a college sophomore can easily understand the material. In a clear, simple style this book gives the basic tools needed to analyze analog systems and digital systems, as well as providing the elementary ideas of computer arithmetic. The book also gives many problems suggested for student solution.

Matrix Publishers, Inc. 650 pages
ISBN 0-916460-38-10 April

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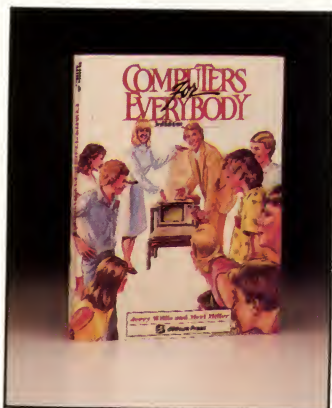
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Jerry Willis and Merl Miller

Some quotes on the second edition:

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—Midwest Book Review

"A good source of standard information for the computer novice..."

—Family Computing

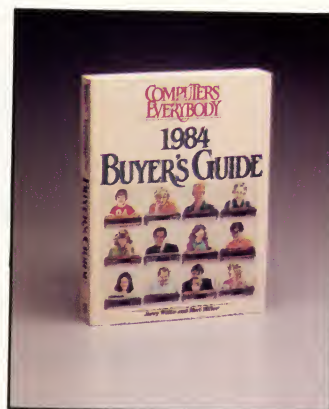
Are you curious about computers? Would you like a real "down-home" approach to the whole subject? Then this is the book written for you! Like the bestselling first two editions, this updated **Third Edition** shows you how to use a microcomputer in your home, office or school.

Written in a charming, witty style that you can understand, **COMPUTERS FOR EVERYBODY** assumes you have no background in computers, electronics or mathematics. It concentrates on the things you really want to know: what computers are and what they do, so you can decide if you want one. You learn about the basic computer, accessories, and computer software. In addition, you learn how to select and purchase computer equipment. There are interesting chapters on telecommunications and computers in education. And there's a section on additional sources of information that tells you about books, magazines and computer databases. The **Third Edition** adds new information on managerial uses of computers and features a special look into the future of computing.

dilithium Press
ISBN 0-88056-131-9

368 pages/291 illustrations
1983

6¾ x 8¾
paper \$7.95



COMPUTERS FOR EVERYBODY™ 1984 BUYER'S GUIDE (1)

Jerry Willis and Merl Miller

Why is Apple so successful? What makes the VIC 20 computer such a good buy for your money? Why have Atari and Texas Instruments lost money? Which computers really **are** IBM PC compatible? This book tells you these and hundreds of other "insider" facts that are invaluable to you as you make your computer purchase.

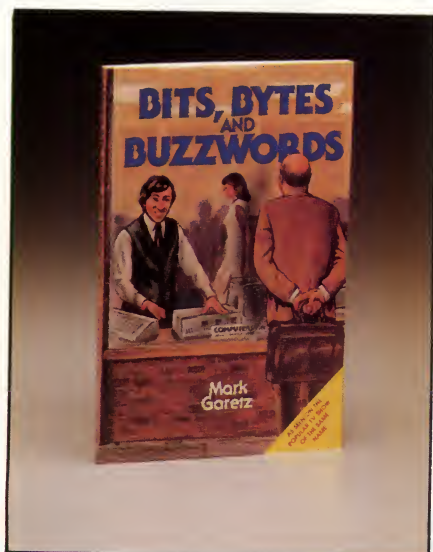
Here's a single source for up-to-date information on microcomputers! Jerry, and Merl co-authors of the bestselling **COMPUTERS FOR EVERYBODY**, make your decision infinitely easier and wiser. Written in an easy-to-follow style, the book is organized so you have the information you need right at your finger tips. 143 computer models are described in detail—from the quality of their keyboard designs to the type of software available for them. A color section is included with photographs large enough to really see the features of the computers. And you're given information on what you can expect in terms of repairs, service and support for each computer reviewed.

Want to know the 12 Greatest Computer Lies? There's a whole chapter devoted to them!

dilithium Press
ISBN 0-88056-132-7

592 pages/176 illustrations
1983

6¾ x 8¾
paper \$19.95



BITS, BYTES AND BUZZWORDS (1)

Mark Garetz

NATIONALLY SYNDICATED PUBLIC TELEVISION SHOW

Over 100 public television stations nationwide are featuring a five-part series based on the bestselling book, **BITS, BYTES AND BUZZWORDS**. In simple language, this book tells you everything you need to know before buying a computer.

Mark describes what computers and their components are and how they work. He discusses the things that are important to business people—what computers can do in a business environment, what software is and why it is significant, and what to look for in a business computer system. Plus all the computer terms are clearly defined.

Buy this \$7.95 book before making a \$2,000 mistake!

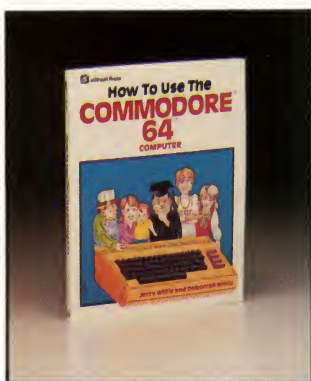
dilithium Press
ISBN 0-88056-111-4

160 pages/33 illustrations
1983

5½ x 8½
paper \$7.95

Featured on
PUBLIC TELEVISION
Watch For It In Your Area

GENERAL INTEREST



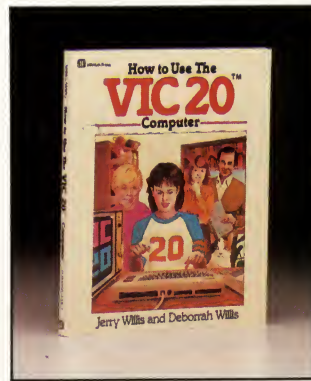
HOW TO USE THE COMMODORE® 64™ COMPUTER (1)

Jerry Willis and Deborah Willis

dillithium Press
ISBN 0-88056-133-5

144 pages/20 illustrations
1983

6¾ x 8¾
paper \$3.95



HOW TO USE THE VIC 20™ COMPUTER (1)

Jerry Willis and Deborah Willis

dillithium Press
ISBN 0-88056-134-3

124 pages/20 illustrations
1983

6¾ x 8¾
paper \$3.95



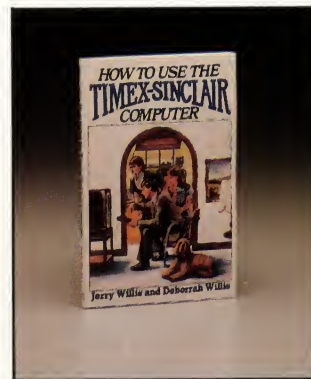
HOW TO USE THE TI-99/4A COMPUTER (1)

Bill Brewer and Jerry Willis

dillithium Press
ISBN 0-88056-135-1

124 pages/20 illustrations
1983

6¾ x 8¾
paper \$3.95



HOW TO USE THE TIMEX SINCLAIR COMPUTER (1)

Jerry Willis and Deborah Willis

dillithium Press
ISBN 0-88056-113-0

128 pages/20 illustrations
1983

5½ x 8½
paper \$3.95

HOW TO USE SERIES

Here are all the secrets you need to know to successfully and happily operate your Commodore 64, VIC 20, TI-99/4A, or Timex Sinclair computer.

Each of these books assumes you know nothing about computers. They introduce you to your computer and its basic components, and how they work together. Each book gives you step-by-step instructions on how to set up your computer, how to get it running, and how to load and save your programs—all in a comfortable, readable style.

You're given special hints on how to handle problems you run into with your computer, how to use and modify programs published in books and magazines, and where to look for more information.

With an emphasis on practical information, these guides help you learn to effectively use your computer.

See page 5 for new titles in our "How To Use" series



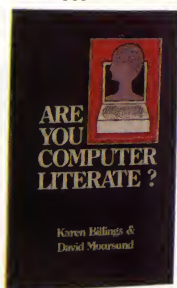
CONTROL THINGS WITH YOUR TIMEX SINCLAIR (2)

Robert L. Swarts

Tired of playing games? Put your Timex Sinclair 1000 or 1500 to work! With a few inexpensive parts you can measure the outside world automatically—light, heat, weight and much more. Use your computer to time events, produce simple tunes, and turn on lights and appliances remotely. Increase your machine's repertoire by adding audible alarms and other sounds. Add a real keyboard and/or joystick to your system.

Components are readily available (especially at Radio Shack outlets), and the average project cost is less than \$10.

dilithium Press 150 pages/30 illustrations 6 3/4 x 8 3/4
ISBN 0-88056-127-0 1983 paper \$6.95



ARE YOU COMPUTER LITERATE? (1)

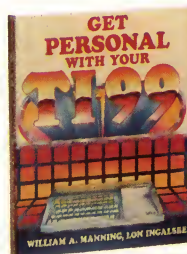
Karen Billings and David Moursund

"... particularly suited to self-instruction."
—Personal Computing

Computers are changing the world around you. They are changing what you need to learn and how you learn it. For many years educators in computer science have stressed the need for everyone to learn something about computers. They recommend learning what computers are, how they are used, and how they affect people.

Written by educators, this book teaches you just that. The format of the book is especially suited for self-instruction. The chapters contain a variety of activities and quizzes. Plus the final "Computer Literacy Exam" helps you chart your own progress.

dilithium Press 160 pages/148 illustrations 6 3/4 x 8 3/4
ISBN 0-918398-29-0 1979 paper \$9.95



GET PERSONAL WITH YOUR TI-99/4A (2)

William A. Manning and Lon Ingalsbe

This light, informative, easy-to-read personal computer book is exclusively for your TI-99/4A computer. The main focus of the book is on BASIC programming, complete with lots of example programs and exercises—you even learn how to produce graphics and sound!

dilithium Press 200 pages/50 illustrations 6 3/4 x 8 3/4
ISBN 0-88056-098-3 1983 paper \$9.95



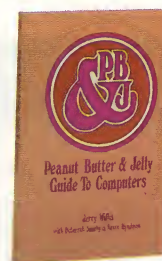
COMPUTERS FOR PEOPLE (1)

Jerry Willis and Merl Miller

Written by two well-known computer book authors, this book outlines some of the major benefits and uses of microcomputers, specifically the ATARI 400 and 800 computers. Not only does it describe the many applications of computers, the book also discusses electronic mail, word processing and educational uses. Plus it gives you a 7-step guide to buying a computer. A 15-page glossary and 24 pages of color photographs are included.

Backed by the Atari ad campaign with the slogan "Computers for People."

dilithium Press 208 pages/45 illustrations 5 1/2 x 8 1/2
ISBN 0-918398-64-9 1982 paper \$7.95



PEANUT BUTTER AND JELLY GUIDE TO COMPUTERS (2)

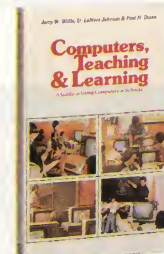
Jerry Willis

"... proves an informative and diverting introduction."

—Datamation

Chosen by the Library Journal as an outstanding computer publication of 1979, this entertaining book is a simple, easy-to-digest source of information on personal computing. It gives you all the essentials you need to get started. In this combination consumer's guide and tutorial, no one is safe from Jerry's wit. He offers his thoughts on what can be done with a computer, plus where to buy one.

dilithium Press 224 pages/86 illustrations 5 1/2 x 8 1/2
ISBN 0-918398-13-4 1978 paper \$9.95

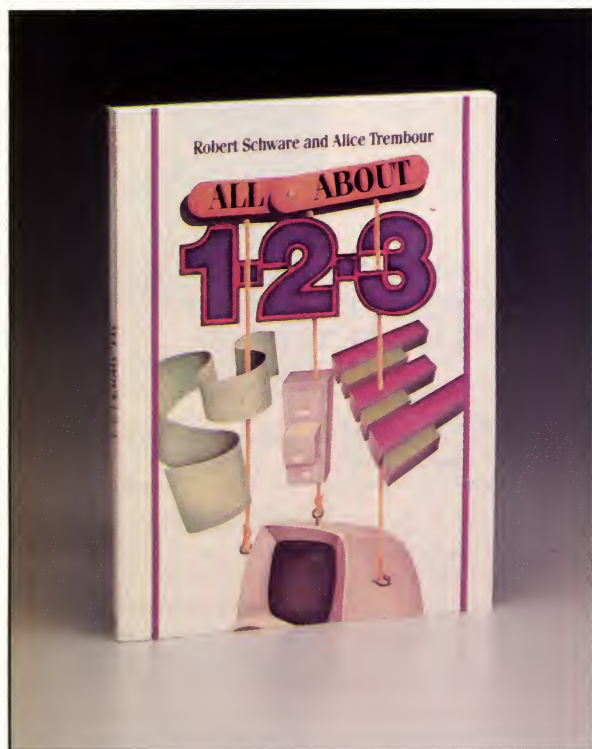


COMPUTERS, TEACHING AND LEARNING (1) A Guide to Using Computers in Schools

Jerry Willis, D. La Mont Johnson and Paul Dixon

If you're interested in using computers in your classroom, this book covers the important topics of concern to you as an educator. It gives you direction and support in this new teaching area, plus tells you about Computer-Aided Instruction, Computer-Managed Instruction, and testing. The practical issues are covered (selecting hardware and software), and so are the problems (piracy, teacher training and the crisis of computer literacy). You even learn a little about the programming languages of BASIC, PILOT, and Logo.

dilithium Press 272 pages/66 illustrations 5 1/2 x 8 1/2
ISBN 0-88056-065-7 1983 paper \$9.95



ALL ABOUT 1-2-3™ (1)

Robert Schware and Alice Trembour

Now you don't need lots of software programs to help you make your decisions—new integrated software packages combine the necessary ingredients into one! 1-2-3, designed by Lotus Development Corporation, is one of the bestselling packages available today.

ALL ABOUT 1-2-3 is an excellent pre-sale book about 1-2-3. It provides a simple introduction to the special and particular capabilities of 1-2-3, as well as being a general guide to buying a managerial software package for a personal computer.

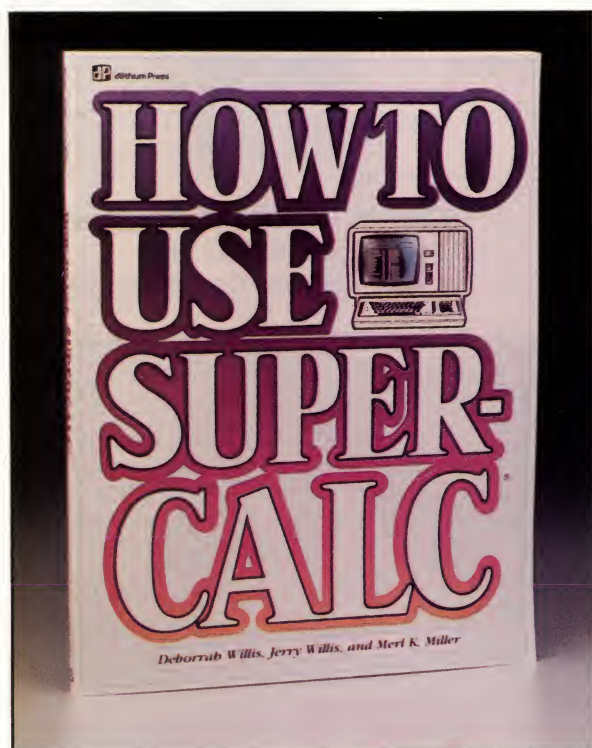
With humor and practicality, the authors explore the incredible versatility of 1-2-3, including lots of examples of how people use it and what they use it for. In an easy way, the multi-functional aspects of the program are revealed (electronic worksheets and calculations, graphics, and information management). Plus an extensive question and answer section addresses its capabilities and limitations.

This book introduces you to the world of 1-2-3, so you can decide whether or not 1-2-3 is for you.

dilithium Press
ISBN 0-88056-129-7

144 pages/41 illustrations
1983

6¾ x 8¾
paper \$9.95



HOW TO USE SUPERCALC® (2)

Deborah Willis, Jerry Willis and Merl Miller

SuperCalc is the bestselling program that prepares financial spreadsheets and forecasts. This book is a manager's guide to the applications and implementation of spreadsheet programs in general, and SuperCalc specifically. With simple terms and down-to-earth directions, you learn what SuperCalc does, then how to organize, arrange and use your data.

Many examples are used in this book to develop a complete Expense Account worksheet. Plus you're shown the steps to set up a Cash Sales Forecast. The examples are available on disk for computers with CP/M operating systems IBM Personal Computers, or the Osborne computer with: 48K memory, 2 disk drives, printer (optional) and SuperCalc program disk (version No. 1.12 or greater).

BOOK:

dilithium Press
ISBN 0-88056-095-9

112 pages/61 illustrations
1982

8½ x 11
paper \$19.95

★ BOOK/SOFTWARE PACKAGES:

For computers with CP/M

dilithium Software
ISBN 0-88056-173-4

8" disk
\$34.95

For the IBM PC

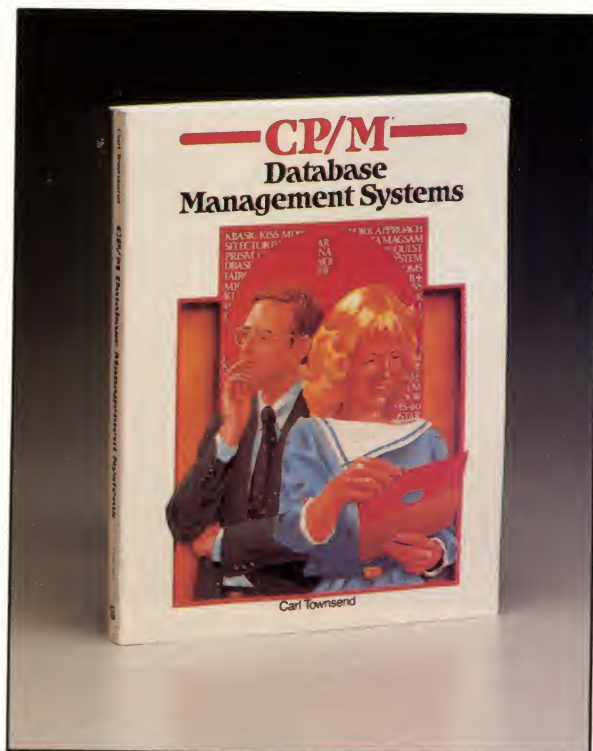
dilithium Software
ISBN 0-88056-184-X

5¼" disk
\$34.95

For the Osborne

dilithium Software
ISBN 0-88056-179-3

5¼" disk
\$34.95



CP/M® DATABASE MANAGEMENT SYSTEMS (3)

Carl Townsend

Database management systems are not inexpensive, yet it's hard to find a good comparison of what they are and how they work. This book thoroughly compares more than 12 different database management systems for CP/M based microcomputers in a practical, easy style.

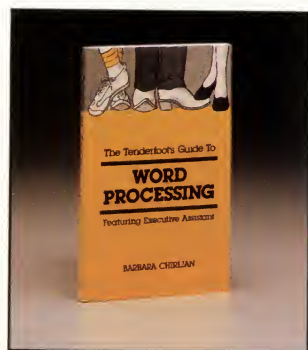
If you're interested in selecting and purchasing a database management system without unnecessary headaches, you need to read this book before making any decisions! You learn how database management systems can improve your way of dealing with information in everyday business. And it gives you a good overview of over 12 systems, with essential facts about installation, file creation, data retrieval, reporting, and summary notes—plus the important advantages and disadvantages of each system.

Database management systems described in the book are: KSAM80 • The MAG Group • KBASIC & KISS • DATASTAR • The CONDOR/rDBMS System • dBASE II • FMS-80 • ACCESS/80 • MDBS III • BT80 Record Retrieval System • MIST • Logiquist • Micro-SEED • Access Manager •

dilithium Press
ISBN 0-88056-082-7

320 pages/79 illustrations
1983

6¾ × 8¾
paper \$19.95



THE TENDERFOOT'S GUIDE TO WORD PROCESSING (2) featuring Executive Assistant

Barbara Chirlian

"... **easily-understood**
instructions..."

—Midwest Book Review

"... **readable and contains useful information for beginners.**"

—Business Computer Systems

Can I use word processing in my profession or small business? What do I need in the way of equipment? Will a word processor really be of use to me? These are just a few of the questions this book answers.

The first part of the book provides a general discussion of word processing. It includes a short history of word processing and a brief view of things to come. What a word processing program can and cannot do is clearly defined.

The rest of the book describes how to use a specific word processing program called "The Executive Assistant." You're given a detailed explanation of this program, which provides you with a clear idea of what the abilities of a word processor actually are.

dilithium Press
ISBN 0-918398-58-4

112 pages/20 illustrations
1982

6¾ × 8¾
paper \$10.95



SMALL COMPUTERS FOR THE SMALL BUSINESSMAN (2)

Nicholas Rosa and Sharon Wood

"**Must reading for businessmen who are considering a purchase now or in the future.**"

—West Coast Review of Books

"... **written in a clear, non-technical language.**"

—The National Public Accountant

This excellent guide tells you how and where to shop for a computer successfully; what to expect a computer to do; how much computer is necessary; how to select software; whether or not to use a consultant; how to introduce the computer to your staff, and much more.

Specific topics addressed include: accounting, records, warehousing, light factory operation, and parts inventories.

dilithium Press
ISBN 0-918398-31-2

344 pages/83 illustrations
1980

5½ × 8½
paper \$16.95



INVENTORY MANAGEMENT FOR SMALL COMPUTERS (2) featuring Quick Register

Chuck Atkinson

"... a valuable addition to the world of small business application software."

—Interface Age

If you own a retail store or work in one, you need this book to help you cut costs and increase your profit!

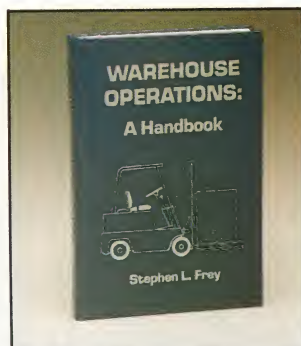
This inventory control program is designed to give you the necessary information—stock-on-hand, where it's located, purchase price, sale price and amount of goods sold. Purchase orders are prepared like magic, and physical inventory takes 1/3 the time. Plus "Quick Register" controls the inventory while printing the sales tickets. It's the inventory system that's a retailer's true helper!

For computers that use CBASIC or CBASIC 2 running under the CP/M operating system with 32K RAM and 2 disk drives. All source listings included in the book.

dilithium Press
ISBN 0-918398-48-7

218 pages/140 illustrations
1982

5 1/2 x 8 1/2
paper \$16.95



WAREHOUSE OPERATIONS (3)

Stephen L. Frey

Offered as an aid in managing warehouse operations, this book outlines fundamental principles and accepted practices of good warehousing. It's a handbook that translates the "nuts and bolts" of warehousing into an easy-to-understand format. A broad range of practical examples are provided, and it's well-illustrated with technical drawings. Plus there are sections that discuss recent O.S.H.A. regulations, freight claim filing, energy conservation, a forklift training guide, and equipment selection. It's written for anyone interested in the profession of warehouse management—aspiring warehouse foremen, front-line supervisors, and managers of warehouse operations.

M/A Press
ISBN 0-930206-14-2

308 pages/151 illustrations
1983

6 x 9
cloth \$39.95



SMALL BUSINESS COMPUTER PRIMER (2)

Robert McCaleb—
Delta Group, Inc.

"A brilliant, concise treatment of the essentials... an admirable, practical PRIMER."

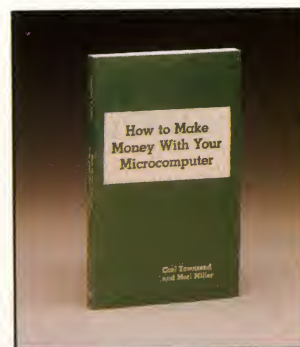
—Computer Book Review

"Learn what to look for, how to look for it!" That's Robert McCaleb's approach in this book. He uses straightforward business language to help you focus on your needs prior to selecting a computer. He shows you the abilities and limitations of the computer in a way that is directly related to business. He includes worksheets and shopping lists as useful tools, all developed from a model of business needs. And his seven case studies are helpful for a first-hand look at the way businesses have been set up on computers. A reference section and handy glossary are also included.

dilithium Press
ISBN 0-88056-067-3

160 pages/37 illustrations
1982

6 3/4 x 8 3/4
paper \$14.95



HOW TO MAKE MONEY WITH YOUR MICROCOMPUTER (2)

Carl Townsend and Merl Miller

"... a very helpful, carefully written book, full of excellent ideas."

—Creative Computing

You can use your microcomputer as a lever to multiply your income. It can do many jobs that you cannot do by yourself, and can process routine jobs in much less time than it would take you to do them by hand.

This book helps you get things off to a flying start with dozens of proven money-making ideas. Loaded with concrete examples, this book tells you how to produce and organize the services you want to sell, plus how to sell them.

dilithium Press
ISBN 0-918398-74-6

168 pages
1979

5 1/2 x 8 1/2
paper \$13.95

Don't miss the following titles on page 22 that have business applications:
MICROBOOK: Database Management for the Apple II
MICROBOOK: Database Management for the IBM PC
How To Use TeloFacts
TeloFacts 1 and 2

32 BASIC PROGRAMS SERIES

"... a model of how such a book should be written and published..."

—Creative Computing

Chock-full of programs with practical applications, educational uses, games and graphics, each of the 32 BASIC program books is designed for a specific computer. Written by experienced programmers, each of the 32 chapters fully documents a different bug-free program.

Every chapter is made up of 8 sections: PURPOSE (explains what the program does and why you might want to use it); HOW TO USE IT (gives the details of what happens when you run the program); SAMPLE RUN (shows you what you see on the screen when you run the program); PROGRAM LISTING (provides a "listing" of the program); EASY CHANGES (shows you some very simple changes you can make so the program works differently); MAIN ROUTINES (explains the general logic of the program); MAIN VARIABLES (explains what each of the key variables in the program is used for), and SUGGESTED PROJECTS (gives a few ideas for major changes you might want to make to the program).

You can either buy the book alone and type in the programs yourself, or buy the book and software as a package and have a disk or cassette which is ready to run in your computer.

PARTIAL LIST OF PROGRAMS:

APPLICATIONS: (Practical uses at home or work)

Biorhythm (predict your good and bad days)

Checkbook (balance your checkbook)

Decide (choose the best decision from your list of alternatives)

Loan (calculate payments and interest for mortgages, car loans, etc.)

Mileage (analyze your car's gasoline usage)

Quest/Exam (determine the results of questionnaires and examinations)

EDUCATIONAL: (Help yourself or others learn)

Arithmetic (math drills for school-aged children)

Flashcard (create your own flashcards; then practice)

Metric (learn the metric system)

Numbers (help pre-school children to learn numbers)

Tachist (increase your reading speed with this tachistoscope)

Vocab (expand your vocabulary)

GAMES: (Match wits with the computer or a friend)

Decode (figure out the computer's secret code)

Groan (this dice game will make you do just that)

Jot (challenge the computer to this word and logic game)

Obstacle (an arcade-like game)

Roadrace (try to keep the car on the road)

Wari (an ancient African skill game)

GRAPHICS: (Dazzling visual diversions)

Kaleido (a kaleidoscope with eight point symmetry)

Sparkle (hypnotic sparkling patterns)

Squares (overlying concentric squares)

Walloons (a classic from the Color Circus)

MATHEMATICS: (For math, engineering, and statistical uses)

Curve (perform least-squares curve fitting)

Diffeqn (solve ordinary differential equations)

Graph (display a simple graph of a function)

Integrate (determine the area under a curve)

Simeqn (solve simultaneous linear equations)

Stats (perform standard "statistics of population" calculations)

MISCELLANEOUS: (Short programs that do interesting things)

Birthday (find the odds of identical birthdays in a group of people)

PI (calculate an approximation of pi)

Powers (calculate powers of integers—up to 250 digits long)

Pythag (generate Pythagorean triplets)



MORE THAN 32 BASIC PROGRAMS FOR THE COMMODORE® 64™ COMPUTER (1)

Tom Rugg, Phil Feldman and Western Systems Group

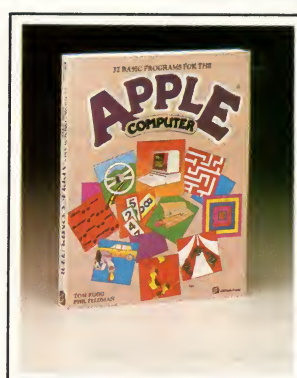
BOOK:

dilithium Press 354 pages/134 illustrations 6 3/4 x 8 3/4
ISBN 0-88056-112-2 1983 paper \$19.95

★ BOOK/SOFTWARE PACKAGES:

dilithium Software	5 1/4" disk
ISBN 0-88056-180-7	\$39.95
dilithium Software	cassette
ISBN 0-88056-183-1	\$39.95

Software runs on **Commodore 64** computer with: **64K memory** and **1 disk drive** or **cassette recorder**



32 BASIC PROGRAMS FOR THE APPLE® COMPUTER (1)

Tom Rugg and Phil Feldman

BOOK:

dilithium Press 304 pages/76 illustrations 6 3/4 x 8 3/4
ISBN 0-918398-34-7 1981 paper \$19.95

★ BOOK/SOFTWARE PACKAGE:

dilithium Software	5 1/4" disk
ISBN 0-88056-151-3	\$39.95

Software runs on **Apple II**, **Apple IIe** and **Apple III** (in Apple II emulation mode) computers with **Applesoft BASIC**, **DOS 3.3**, **16K memory** and **1 disk drive**

32 BASIC PROGRAMS SERIES



MORE THAN 32 BASIC PROGRAMS FOR THE VIC 20™ COMPUTER (1)

Tom Rugg, Phil Feldman and Clarence S. Wilson

BOOK:

dilithium Press 354 pages/114 illustrations 6¾ x 8¾
ISBN 0-88056-181-5 1983 paper \$19.95

★ BOOK/SOFTWARE PACKAGE:

dilithium Software cassette
ISBN 0-88056-059-2 \$39.95

Software runs on a **VIC 20** computer with: **cassette recorder**.
(Note: 4 of the programs require a **3K Expansion**.)

32 BASIC PROGRAMS FOR THE ATARI® COMPUTER (1)

Tom Rugg, Phil Feldman and Timothy Barry

BOOK:

dilithium Press 288 pages/50 illustrations 6¾ x 8¾
ISBN 0-88056-084-3 1983 paper \$19.95

★ BOOK/SOFTWARE PACKAGE:

dilithium Software 5¼" disk
ISBN 0-88056-172-6 \$39.95

Software runs on **ATARI 1200, 800, 400** computers with:
16K memory, 1 disk drive, and color monitor or television

MORE THAN 32 BASIC PROGRAMS FOR THE IBM® PERSONAL COMPUTER (1)

Tom Rugg and Phil Feldman

BOOK:

dilithium Press 354 pages/114 illustrations 6¾ x 8¾
ISBN 0-88056-078-9 1983 paper \$19.95

★ BOOK/SOFTWARE PACKAGE:

dilithium Software 5¼" disk
ISBN 0-88056-171-8 \$39.95

Software runs on the **IBM Personal Computer** with:
48K memory and 1 disk drive

32 BASIC PROGRAMS FOR THE TI-99/4A (1)

Tom Rugg, Phil Feldman and Raymond Alen

BOOK:

dilithium Press 288 pages/50 illustrations 6¾ x 8¾
ISBN 0-88056-136-X 1983 paper \$19.95

★ BOOK/SOFTWARE PACKAGES:

dilithium Software 5¼" disk dilithium Software cassette
ISBN 0-88056-203-X \$39.95 ISBN 0-88056-188-2 \$39.95

Software runs on the **TI-99/4A computer** with:
16K memory and TI Extended BASIC Cartridge



32 BASIC PROGRAMS FOR THE TRS-80® COMPUTER (1)

Tom Rugg and Phil Feldman

BOOK:

dilithium Press 288 pages/50 illustrations 6 3/4 x 8 3/4
ISBN 0-918398-27-4 1980 paper \$19.95

★ BOOK/SOFTWARE PACKAGES:

For TRS-80 Model I

dilithium Software 5 1/4" disk
ISBN 0-88056-153-X \$39.95

For TRS-80 Model III and 4

dilithium Software 5 1/4" disk
ISBN 0-88056-170-X \$39.95

Software runs on **TRS-80 Model I, III, or 4** with:
16K memory, 1 disk drive, and Level II BASIC



32 BASIC PROGRAMS FOR THE PET® COMPUTER (1)

Tom Rugg and Phil Feldman

BOOK:

dilithium Press 288 pages/56 illustrations 6 3/4 x 8 3/4
ISBN 0-918398-25-8 1979 paper \$19.95

★ BOOK/SOFTWARE PACKAGES:

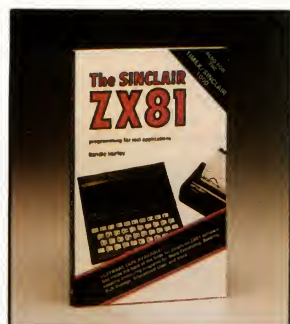
4040 Format

dilithium Software 5 1/4" disk
ISBN 0-88056-152-1 \$39.95

8050 Format

dilithium Software 5 1/4" disk
ISBN 0-88056-169-6 \$39.95

Software runs on the **Commodore PET** computer with:
16K memory and 1 disk drive.



THE SINCLAIR ZX81 (2) Programming for Real Applications

Randle Hurley

ALSO FOR THE TIMEX SINCLAIR 1000/1500™

This book gives practical programs to use on your computer that not only work, but do real jobs in a variety of environments. Included is a bulk storage program, word processor, financial applications, plus banking uses. This book casts aside any beliefs that the ZX81 is too small for any real computer work!

BOOK:

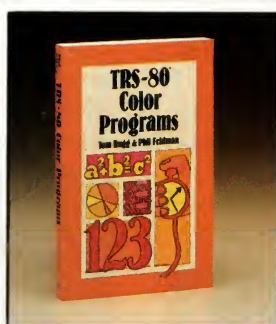
dilithium Press 188 pages/18 illustrations 5 1/2 x 8 1/2
ISBN 0-88056-090-8 1982 paper \$11.95

Available in U.S. and Canada only

★ BOOK/SOFTWARE PACKAGE

dilithium Software cassette
ISBN 0-88056-155-6 \$24.95

Software runs on **Sinclair ZX81**, and **Timex Sinclair 1000/1500** computers with: **16K RAM pack, cassette recorder, and black and white monitor**



TRS-80® COLOR PROGRAMS (1)

Tom Rugg and Phil Feldman

Designed specifically for the TRS-80 color computer, here are 37 fully documented programs that are educational, fun and practical. Each chapter of the book documents a program and is made up of 8 sections: Purpose, How To Use It, Sample Run, Program Listing, Easy Changes, Main Routines, Main Variables, and Suggested Projects. A special color section shows you how the programs look on a color monitor. You can either type the programs in yourself or buy the book/software package with the programs ready-to-run on cassette.

BOOK:

dilithium Press 352 pages/112 illustrations 5 1/2 x 8 1/2
ISBN 0-918398-61-4 1982 paper \$19.95

★ BOOK/SOFTWARE PACKAGE:

dilithium Software cassette
ISBN 0-88056-154-8 \$39.95

Software runs on the **TRS-80 Color Computer** with: **16K memory, TRS-80 BASIC, and a cassette recorder**



HOW TO USE SCRIPSIT™ (2)

Cleborne D. Maddux, Jackie Pederson and Jerry Willis

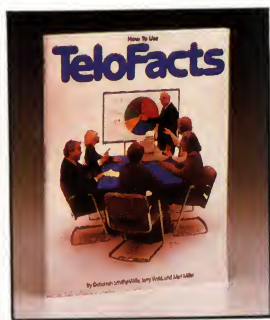
SCRIPSIT is Radio Shack's word processing program and this book teaches TRS-80 users how to use it. The first part of this clearly written book is a step-by-step tutorial through SCRIPSIT's capabilities. The second part is a cross-referenced alphabetical guide to terms and commands. Each term and command has a short explanation, and is referenced to the more detailed sections of the tutorial.

dilithium Press 216 pages/80 illustrations 6 3/4 x 8 3/4
ISBN 0-88056-110-6 1983 paper \$9.95

See page 10 for a note on
dilithium Software's services.



SOFTWARE



HOW TO USE TELOFACTS™ (2)

Deborrah Willis, Jerry Willis, and Merl Miller

This book shows you how to take full advantage of TeloFacts. It's a complete tutorial and serves as a "demo disk" in book form for the TeloFacts software. It discusses the documentation and

provides abundant examples and photographs of the computer screen, to help you use TeloFacts effectively and efficiently. If you're thinking about buying TeloFacts, this book explains what TeloFacts is, what it does and how you can use it.

BOOK:

dilithium Press 146 pages/88 illustrations 8 1/2 x 11
ISBN 0-88056-116-5 1982 paper \$9.95

★ BOOK/SOFTWARE PACKAGES:

TeloFacts 1 for the Apple

dilithium Software 5 1/4" disk
ISBN 0-88056-174-2 \$49.95

TeloFacts 2 for the Apple

dilithium Software 5 1/4" disk
ISBN 0-88056-176-9 \$199.95

Runs on **Apple II** (with 48K memory and language card) or **Apple II or Iie** computers (with 64K memory) with: **1 disk drive** and **monitor**

Recommended options: 80-column screen card, second disk drive, printer, and Mountain Computer Card Reader (TeloFacts 2 only).

TELOFACTS™

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—Personal Computer News

TeloFacts is the complete software package that shows you how to design and automate custom questionnaires, tests, polls or applications. It provides you with the capability to gather opinions, resume information, marketing data, survey data, or any other question/answer information quickly and easily.

TeloFacts then analyzes and displays these responses in a variety of understandable methods. Designed for the professional who needs timely marketing, opinion or resume information, TeloFacts is responsive and affordable.

Two versions are available: TeloFacts 1 displays results for one question or an entire survey. TeloFacts 2, with more options, displays results in report form, ranks, lists, or scores respondents, and links up with Mountain Computer's automatic feed Card Reader.

★ TeloFacts 1 for the IBM PC

dilithium Software 5 1/4" disk
ISBN 0-88056-175-0 \$49.95

★ TeloFacts 2 for the IBM PC

dilithium Software 5 1/4" disk
ISBN 0-88056-177-7 \$199.95

Runs on **IBM PC** or **IBM PC XT** computers with **128K memory, 2 disk drives**, and **monochrome adapter or color graphics adapter** with **parallel printer**.



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Ted Lewis

You can expand your VisiCalc horizons with 32 versatile worksheets! You can either type them in yourself, or buy our book/software package with the programs ready-to-run on disk. Each program is developed from routines and activities that you do every day: Games and Novelties, Business Applications, Household Applications, Statistical Analysis, and What-If Models.

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ISBN 0-88056-085-1 1983 paper \$19.95

★ BOOK/SOFTWARE PACKAGES:

For the Apple

dilithium Software 5 1/4" disk
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Runs on **Apple II, II Plus**, or **Ile** computers with: **48K memory, 1 disk drive, VisiCalc program disk**, and **printer** (optional)

For the IBM PC

dilithium Software 5 1/4" disk
ISBN 0-88056-157-2 \$39.95

Runs on the **IBM Personal Computer** with: **64K memory, 1 disk drive, VisiCalc program disk**, and **printer** (optional)



MICROBOOK: Database Management for the IBM® PC (3)

Ted Lewis

BOOK:

dilithium Press 202 pages/86 illustrations 6 3/4 x 8 3/4
ISBN 0-88056-114-9 1983 paper \$19.95

★ BOOK/SOFTWARE PACKAGE:

dilithium Software 5 1/4" disk
ISBN 0-88056-165-3 \$39.95

Software runs on **IBM PC** computer with: **128K memory, 2 disk drives, UCSD P-System** (recommended), and **printer** (optional)

Note: This software is executable code only. To modify the program, the source listing is necessary and is available separately.

At last, here is an affordable way to have a database management system. These programs can be used for any application involving the storage and retrieval of information.

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MICROBOOK: Database Management for the Apple® II (3)

Ted Lewis

BOOK:

dilithium Press 322 pages/86 illustrations 6 3/4 x 8 3/4
ISBN 0-88056-072-X 1982 paper \$19.95

★ BOOK/SOFTWARE PACKAGE:

dilithium Software 5 1/4" disk
ISBN 0-88056-156-4 \$39.95

Software runs on **Apple II, Apple II Plus** and **Apple Iie** computers with: **64K memory, 2 disk drives, Apple Pascal** (recommended), and **printer** (optional)



INSTANT (Freeze-Dried Computer Programming in) BASIC – 2nd ASTOUNDING! EDITION (2/C)

Jerald R. Brown

“... a super book. All of the examples are genuinely entertaining and/or useful...”

—Popular Computing

Of the dozens of books available purporting to teach computer programming, one of the consistently popular instructional texts has been **INSTANT (Freeze-Dried Computer Programming in) BASIC**.

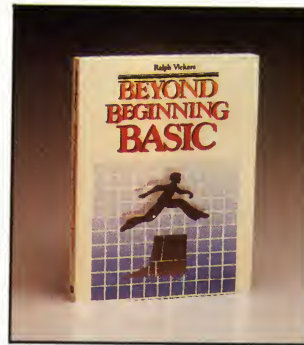
It's oriented for Microsoft-like versions of BASIC as used on the Apple, TRS-80, PET, Micro-Expander, and any brand of computer using Microsoft BASIC 80, with annotations for Northstar BASIC, Atari BASIC, and DEC BASIC Plus.

A valuable tool for every beginner, it is full of graphics, end-of-chapter activities and has one of the smoothest and best-tested instructional sequences going.

dilithium Press
ISBN 0-918398-57-6

200 pages/500 illustrations
1982

8½ x 11
paper \$12.95



BEYOND BEGINNING BASIC (2)

Ralph Vickers

If you've learned everything in the manual that came with your TRS-80 Model I (Level II) or Model III, then you're ready for advanced programming techniques your manual doesn't mention—techniques you need to complete your programming skills. This is a step-by-step tutorial that eases you into advanced programming concepts. You're given specific examples so you have the tools you need to construct versatile, well-designed programs. The book teaches you programming “short cuts” and contains more than 30 programs, including useful utilities such as screen dumps and error trapping. Three clearly written chapters on assembly language programming help you learn how to use all the power of your computer.

dilithium Press
ISBN 0-88056-126-2

220 pages
1983

6¾ x 8¾
paper \$14.95



BASIC BASIC-ENGLISH DICTIONARY (2) For the Apple®, PET®, and TRS-80®

Larry Noonan

“... an excellent and helpful guide...”

—Personal Computing

“... if you're interested in translating programs... get this book.”

—Creative Computing

This book was written for those of you who have found programs in magazines or books that were exactly what you were looking for but they were written for some other computer. It's a dictionary that presents statements, operators and special keys. These are then translated for use on the Apple, PET, and TRS-80 computers. Converting from one BASIC to another is easy—examples and explanations abound!

You're also shown how to translate graphics, one of the hardest things to do in computer translations. Plus worksheets are included that make the process easier.

dilithium Press
ISBN 0-918398-54-1

160 pages
1982

5½ x 8½
paper \$10.95



MICROSOFT® BASIC, 2nd Edition (2)

Ken Knecht

“... does a good job of describing the eccentricities of this version.”

—American Math Monthly

With over 1,000,000 installations in over 20 operating environments, it's easy to see why Microsoft BASIC is one of the most popular versions of BASIC.

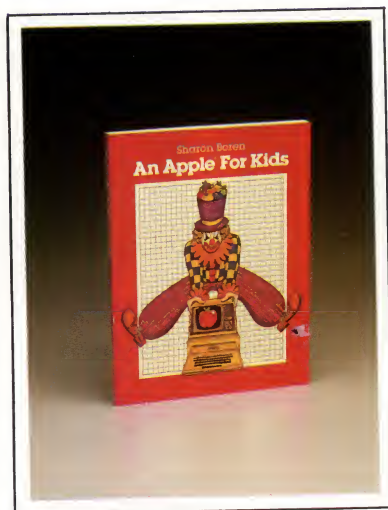
This book presents a complete introduction and tutorial on programming in BASIC using Microsoft BASIC, Release 5.0. Some popular computers may use a slightly different version, but adaptations are shown in the book. Branching and loops are covered, as well as strings, editing, arrays and files, and arithmetic in BASIC. This edition also includes a chapter on the Microsoft BASIC compiler.

dilithium Press
ISBN 0-88056-056-8

176 pages
1982

6¾ x 8¾
paper \$15.95

PROGRAMMING



AN APPLE® FOR KIDS (1/C)

Sharon Boren

dillithium Press
ISBN 0-88056-119-X

200 pages/140 illustrations
1983

8½ x 11
paper \$7.95



A PET® FOR KIDS (1/C)

Sharon Boren

Examples work on COMMODORE 64 and VIC 20 computers

dillithium Press
ISBN 0-88056-106-8

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1983

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"FOR KIDS" SERIES

A fresh, instructive, fun approach to teaching kids programming in BASIC and computer operation! Written by a teacher who wanted to teach enthusiastic students about computers, these books are a delight to see and use. They are full of illustrations (a circus theme) and examples that appeal to kids and motivate them to higher learning levels.

Sharon uses a developmental approach to teaching good programming skills with a focus on problem solving, improved thinking skills and creativity.

These books are designed for children ages 8 to 13, and parts can be adapted for use by younger children, too.

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dillithium Press
ISBN 0-88056-120-3

175 pages
1983

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paper \$5.95

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dillithium Press
ISBN 0-88056-122-X

175 pages
1983

8½ x 11
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ISBN 0-88056-118-1

90 pages
1983

8½ x 11
paper \$14.95

A PET® IN THE CLASSROOM: TEACHER'S GUIDE (1)

dillithium Press
ISBN 0-88056-121-1

90 pages
1983

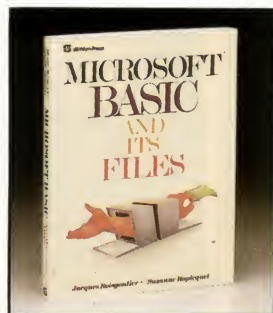
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See page 9 for a new book in this series.

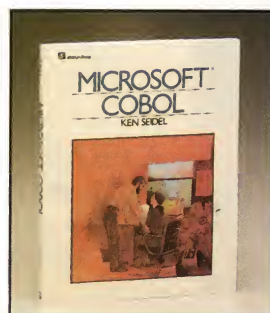


MICROSOFT® BASIC AND ITS FILES (3)

Jacques Boisgontier and
Suzanne Ropiequet

Here's a good handbook on Microsoft BASIC programming techniques, and a clear guide to data file programming. This book gives you over 2 dozen working programs to use as building blocks while you learn to design your own programs. It tells you how to use index files to access and sort file records, plus how to organize and design a simple data file management system. A handy tab-indexed reference gives you Microsoft BASIC words common to most computer systems.

dilithium Press 175 pages/57 illustrations 6¾ x 8¾
ISBN 0-88056-063-0 1983 paper \$7.95

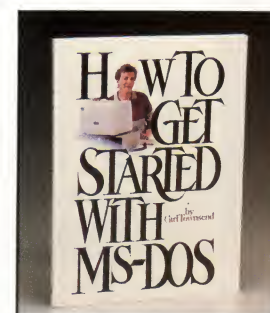


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Ken Seidel

This book unlocks the secrets of Microsoft COBOL for you! It's a self-teaching aid that helps you understand and use COBOL effectively under the popular CP/M and MS-DOS operating systems. Almost every chapter contains a complete COBOL program. More than a mere reference handbook, this book gives you advice, practical guidance and a battery of realistic examples, explained in detail.

dilithium Press 168 pages 6¾ x 8¾
ISBN 0-88056-117-3 1983 paper \$14.95



HOW TO GET STARTED WITH MS™-DOS (3)

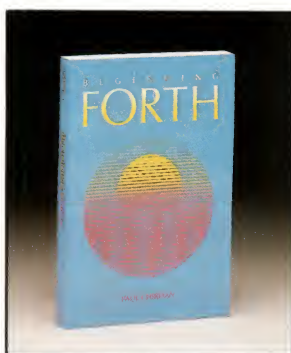
Carl Townsend

MS-DOS is the operating system for the IBM Personal Computer and other popular computers. Also called SB-86, MS-DOS is one of the best documented systems on the market. This book tells you what it is and how to use it.

Some important chapters include: The IBM Hardware • Your First MS-DOS Session • Files, Records, and Disks • Using the External Commands • MS-DOS Commands • MS-DOS Tables and Maps.

dilithium Press 142 pages/20 illustrations 6¾ x 8¾
ISBN 0-88056-086-X 1983 paper \$13.95

**First in dilithium Press' series
on MS-DOS**

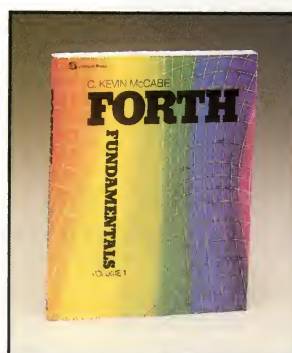


BEGINNING FORTH (4)

Paul Chirlian

Learn how to program with FORTH! Take advantage of this popular programming language's versatility with this book. It starts you with the very basic ideas you need to know to begin programming, then continues to build to the most complex FORTH programming procedures. And each chapter has a variety of practical exercises. The "standard" version of FORTH, FORTH-79 is discussed in detail and compared to other popular programming languages.

Matrix Publishers, Inc. 220 pages 6 x 9
ISBN 0-916460-36-3 1983 paper \$16.95



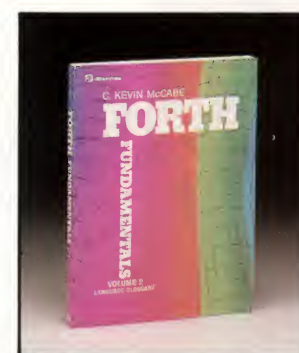
FORTH FUNDAMENTALS (4) Volume 1: Language Usage

C. Kevin McCabe

dilithium Press 248 pages 6¾ x 8¾
ISBN 0-88056-091-6 1983 paper \$15.95

FORTH is a sophisticated programming language, with many subtleties and peculiarities. These books are intended to guide you through the roughest portions of the learning process by showing you major guideposts and pitfalls in advance. **Volume 1: Language Usage** introduces you to the two major versions of FORTH, fig-FORTH and FORTH-79. It provides you with non-technical descriptions of FORTH words and programming methods, complete with lots of examples. Plus it tells you about the language's internal operation, use of memory, and how FORTH communicates with disks and terminals.

Volume 2: Language Glossary is a complete fig-FORTH and FORTH-79 glossary. Organized by core FORTH word name, in ascending ASCII order, this book provides you with applicable vocabularies and pronunciation. It gives you the "accepted" definition of each word, including any variations you might find between the two FORTH versions. **Volume 2** also refers you to the sections of the first volume which describe or illustrate the word.



FORTH FUNDAMENTALS (4) Volume 2: Language Glossary

C. Kevin McCabe

dilithium Press 200 pages 6¾ x 8¾
ISBN 0-88056-092-4 1983 paper \$12.95



PROGRAMMING



HOW TO GET STARTED WITH CP/M® (3) (Control Program for Microcomputers)

Carl Townsend

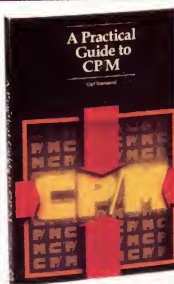
"Townsend covers all of this with skill and clarity."

—Library Journal

Having trouble with the basic operation of CP/M? This practical book eases you into the essentials of this very popular operating system in a comfortable style. It gives you a good overview of the system, an idea of what it is like to use it, and what it can do. You're given useful tips on how to shop for an operating system. Plus a glossary, a list of hardware manufacturers supporting CP/M and a list of major CP/M software.

dilithium Press 168 pages/36 illustrations 5½ × 8½
ISBN 0-918398-32-0 1981 paper \$13.95

First in dilithium Press' series on CP/M



A PRACTICAL GUIDE TO CP/M® (3)

Carl Townsend

Picking up where **HOW TO GET STARTED WITH CP/M** leaves off, this is an encyclopedia of information, tricks and tutorials that gives you extended capability on your CP/M operating system. This guide tells you how to save programs, and how to recover lost ones. It explains about talking to other computers, and discusses PIP, database management, and networking. Lists of hardware and software suppliers are included, plus user groups and operational procedures. And the extensive appendices make this book an invaluable working reference.

dilithium Press 240 pages 6¾ × 8¾
ISBN 0-88056-077-0 1983 paper \$14.95

Second in dilithium Press' series on CP/M



NAILING JELLY TO A TREE (3)

Jerry Willis and William Danley, Jr.

Chosen by the Library Journal as one of the 100 outstanding titles for General Collections: Sci-Tech Books of 1981— "... clearly written account of the ways in which the lay person could write programs or modify existing programs for home computers."

Although mastering software can be as trying as the title of this book suggests, this guide leads you through the software maze. You learn about machine language, about assembly language, and about BASIC. Instead of teaching programming techniques, the book teaches you how to use the thousands of programs already available.

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ISBN 0-918398-42-8 1981 paper \$15.95

First in dilithium Press' series on Program Design

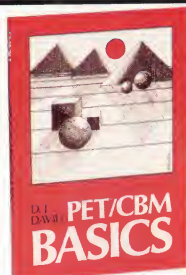


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Ken Knecht

An excellent introduction to programming the Timex Sinclair, this book offers you a complete education in Timex Sinclair BASIC. The book shows you neat tricks in BASIC applicable only to the Timex Sinclair and helps you convert programs written in other versions of BASIC to run on your computer. It notes the differences between Timex Sinclair BASIC and other BASICS. And you're introduced to machine language programming. Over 75 short programming examples are given, including a full-length blackjack game. Comprehensive glossary.

dilithium Press 178 pages 6¾ × 8¾
ISBN 0-88056-107-6 1983 paper \$9.95



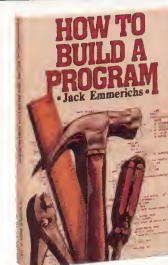
PET®/CBM® BASICS (3)

D. J. David

This book is a specific introduction to BASIC as it is used on the PET and CBM computers. After a brief discussion of general data processing ideas, the book eases you into the fundamentals of the BASIC programming language. Helpful exercises and answers are included to help you gauge your own progress. And all example programs have been fully tested.

The book also gives you information about PET and CBM computers by discussing their features and possibilities.

dilithium Press 168 pages/17 illustrations 5½ × 8½
ISBN 0-918398-47-9 1982 paper \$7.95



HOW TO BUILD A PROGRAM (3)

Jack Emmerichs

"... easy-to-follow style and balanced approach, with each step illustrated in detail..."

—Library Journal

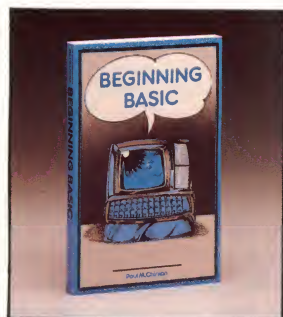
Here's your chance to look over that experienced programmer's shoulder! This book shows you how to develop an original idea into a well-designed computer program that works. You're given helpful information about errors and bugs, plus valuable testing techniques. Each chapter concludes with a list of major points for easy reference. Examples abound, and are shown in both BASIC and Pascal.

dilithium Press 352 pages/50 illustrations 6¾ × 8¾
ISBN 0-88056-068-1 1983 paper \$19.95

Second in dilithium Press' series on Program design. See page 11 for a new title in this series.



PROGRAMMING



BEGINNING BASIC (3)

Paul M. Chirlian

"An excellent detailed approach to BASIC"

—Sci-Tech Book News

Packed with useful information about BASIC, this book assumes no previous programming experience. It presents a thorough overview of the structure of BASIC, then covers other important topics like debugging, flowcharting, and documentation. There's a helpful glossary of computer terms included to help you with unfamiliar words. You're given lots of examples and problems to try, so you can measure what you've learned.

dillithium Press
ISBN 0-918398-06-1

240 pages/20 illustrations
1978

6 3/4 x 8 3/4
paper \$13.95

INTRODUCTION TO BASIC (3)

Jeffrey B. Morton

"... written in an easy-to-follow style, making its 206 pages solid material."

—Kilobaud

Now in its seventh printing, this extremely popular introduction to BASIC places emphasis on using the fundamental statements in BASIC rather than bombarding you with every detail about the language itself. Creativity and originality are promoted through the book's many exercises and projects.

Matrix Publishers, Inc.
ISBN 0-916460-22-3

206 pages/20 illustrations
1977

6 x 9
paper \$12.95

Available in U.S. and Canada only

PROGRAM YOUR MICROCOMPUTER IN BASIC (2)

Peter Gosling

After only 24 pages of this book, BASIC first-timers are ready to start with hands-on activities, aided by a series of diagrams and pictures of the screen. Included are a total of over 65 programs written in Microsoft BASIC.

dillithium Press
ISBN 0-918398-52-5

100 pages/26 illustrations
1981

6 x 9
paper \$5.95

Available in U.S. and Canada only

TAKE AIM: VOLUME I (3)

James H. Clark

This lab and learning reference for the AIM-65 and other 6502 microcomputers is a valuable instructional tool. Intended for hands-on use, the book includes computer precautions, programming basics, a glossary, a cross-index of AIM-65 documentation and operating instructions. Plus 30 fully-documented utility and game programs are provided.

Matrix Publishers, Inc.
ISBN 0-916460-29-0

400 pages/44 illustrations
1981

5 1/2 x 8 1/2
paper \$19.95

PASCAL (3)

Paul M. Chirlian

"... starts slow and easy."

—Creative Computing

Directed at people with little or no programming experience, the book is full of examples which have been typed from actual program listings. The examples clearly explain the proper use of Pascal language features.

Matrix Publishers, Inc.
ISBN 0-916460-28-2

224 pages
1980

6 x 9
paper \$12.95

BEGINNING FORTRAN (4)

Joe W. McKinley

"... a most impressive format that is consistent throughout."

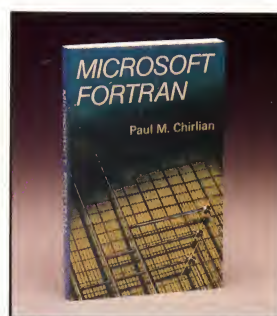
—Choice

In a lively and interesting style, this book introduces FORTRAN. Starting with elementary level examples, it proceeds to intermediate level programs in all disciplines. Included are references for further study, brief tutorials on key punching, preparing flow charts, deck set-ups, and matrix algebra, plus answers to selected problems.

Matrix Publishers, Inc.
ISBN 0-916460-11-8

256 pages/70 illustrations
1980

6 x 9
paper \$15.95



MICROSOFT® FORTRAN (3)

Paul M. Chirlian

This is an introductory text on FORTRAN in general, and Microsoft FORTRAN in particular. It teaches the basic techniques of programming Microsoft FORTRAN, plus structural programming and top down programming. A glossary of Microsoft FORTRAN terms and expressions is also included with a list of built-in Microsoft FORTRAN sub-programs.

dillithium Press
ISBN 0-918398-46-0

344 pages/20 illustrations
1981

5 1/2 x 8 1/2
paper \$15.95

INTRODUCTION TO STRUCTURED FORTRAN (4)

Paul M. Chirlian

Clearly written, this text incorporates FORTRAN-77 in a discussion of structural programming. The book includes information on time-sharing, pseudo language programming, plus teaching compilers such as WATFOR and WATFIV. This is a valuable reference handbook.

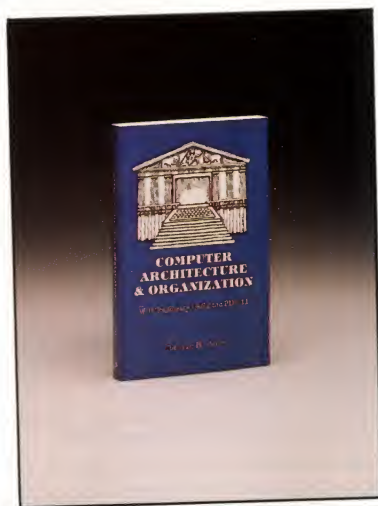
Matrix Publishers, Inc.
ISBN 0-916460-07-X

480 pages/25 illustrations
1979

6 x 9
paper \$16.95



HARDWARE



COMPUTER ARCHITECTURE AND ORGANIZATION (4) With Examples Using the PDP-11

Theodore H. Meyer

An introductory text in computer organization and related machine language. It uses the DEC PDP-11 computer as a useful example, because it has over 100,000 installations, an excellent instruction set, and many addressing modes. The discussion can also be extended to other computers.

dilithium Press
ISBN 0-918398-55-X

336 pages/91 illustrations
1982

5½ x 8½
paper \$16.95

MICROCOMPUTER SYSTEMS PRINCIPLES FEATURING THE 6502/KIM (4)

Camp, Smay and Triska

A 6502 book that emphasizes hands-on learning, this book stresses the balance which must exist between such design activities as interfacing, software development, checkout, debugging and documentation. Heavy emphasis is placed on the role of software development in the design process. Many programming examples are presented.

Matrix Publishers, Inc.
ISBN 0-916460-27-4

560 pages/100 illustrations
1979

6 x 9
paper \$16.95

APPLICATIONS EXPERIMENTS WITH AN 8080/8085 MICROPROCESSOR/ MICRO- CONTROLLER Volume 1 and Volume 2 (4)

Howard Boyet and Ron Katz

The experiments in these books are intended to advance your expertise in microprocessor application technology in a practical, hands-on way. Volume 1 contains 27 experiments with the 8080/8085 microprocessor. Volume 2 is a laboratory reference handbook. Each volume stands by itself, but Volume 2 is a useful companion to Volume 1.

VOLUME 1

E & L Instruments
ISBN 0-89704-026-0

492 pages/125 illustrations
1979

6 x 9
paper \$16.95

VOLUME 2

E & L Instruments
ISBN 0-89704-027-9

318 pages/130 illustrations
1979

6 x 9
paper \$7.95

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Camp, Smay and Triska

This 6502 book helps develop general microcomputer based system design principles. A number of system design examples are presented. Detailed instructions on the use of the Rockwell System 65 are provided.

Matrix Publishers, Inc. 656 pages/120 illustrations 6 x 9
ISBN 0-916460-26-6 1979 cloth \$29.95

ELECTRICAL ENGINEERING: Introduction and Concepts (4)

Samuel Seely and Alexander Poularikas

This is an overview of most areas of modern electrical engineering. The content has been chosen to emphasize fundamental ideas and to show how they appear in the many areas of electrical engineering.

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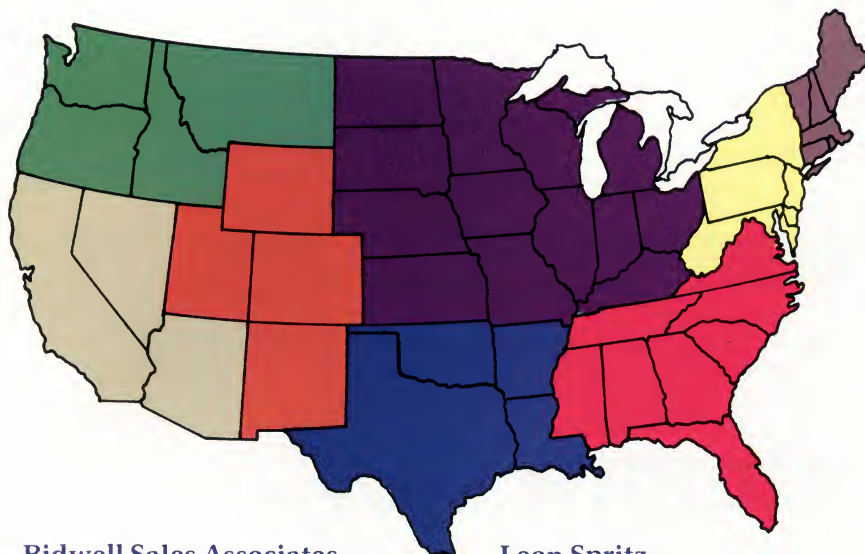
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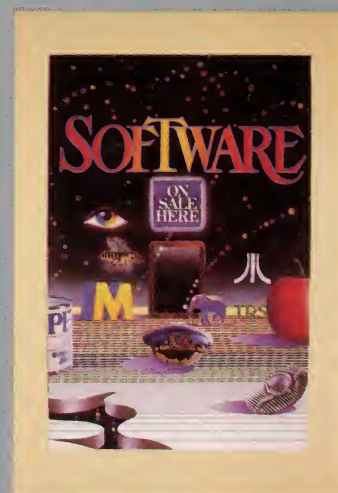
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dilithium Press

Background Information

Only six years old, Oregon-based dilithium* Press already has become the leading publisher of computer books for beginners. The company has a worldwide network and marketing base of more than 5,000 outlets, most of them bookstores.

The home computer market is growing almost as fast as that of business computers; personal computer sales alone are expected to triple in the next two years. With this growth has come an increased need for understandable computer books! Already a leader in meeting the need, dilithium Press is publishing clearly-written, jargon-free books about personal computers. Through its programming service, dilithium Software, the company also offers computer programs for business and personal use.

Board chairman and co-founder of dilithium Press, Merl Miller, notes that the company is unique among computer publishers. "Computer manuals often ignore the obvious--like how to turn on the machine," Miller said. "Our strategy at dilithium Press is to publish for the real beginner user, to explain computers in ways people can understand. I'm a maverick in the sense that I believe there's a simple way of explaining everything, from computers to nuclear physics."

dilithium Press grew out of Matrix Publishers, a textbook company which Miller started in Illinois. Although Miller's Bachelor of Science degree is in engineering, he worked in publishing nearly 16 years before starting Matrix.

*dilithium is written with a small "d".

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In 1977, Miller teamed up with his west coast distributor and moved to Oregon to launch dilithium Press. The two decided to publish computer books for the general interest user.

Sales at dilithium Press were less than \$38,000 during the company's first year. Between 1979 and 1980, they jumped nearly 300 percent, and estimates for fiscal 1983 place revenues at over \$6 million.

The best-known book published by dilithium Press is Computers for Everybody by Jerry Willis and Merl Miller, which Time magazine has called one of the biggest-selling on the subject today.

A major appeal of Computers for Everybody is the homey, sometimes humorous style with which Willis and Miller explain what a computer is, how it can be used, and how to buy it. They tell readers, for instance, that using software doesn't require one to know a computer language: "Most of us can't play a note, but that doesn't stop us from buying and enjoying records and tapes."

A companion book, The Computers for Everybody Buyers Guide, reviews more than 100 computer models and reports in depth on everything from keyboard quality and software to service records.

Other books from dilithium Press range from the simple (Computers for Everybody) to the sassy (Nailing Jelly to a Tree). There are books which focus on a specific computer, such as Get Personal With Your TI 99 or Control Things with Your Timex Sinclair. And there is a wide range of books on selected areas of computing including The Tenderfoot's Guide to Word Processing, Small Computers for the Small Businessman, and Basic BASIC-English Dictionary.

The company's computer program service, dilithium Software, was a natural expansion from the high-technology publishing, marketing and distribution base of dilithium Press. Software is a fast-growing market. By 1987, software sales will reach an estimated \$7 billion--nearly the size of the book industry--and will probably outsell books by the end of the decade. "The key for booksellers," Merl Miller said, "is to join the revolution and not fight it."

Miller emphasizes that a book is really no different from a software program. "A book is not a block of wood with ink poured in it, any more than software is the disk or the computer. They're both ideas in a receptacle." Following this philosophy, dilithium Software publishes with the bookstore in mind. Software is packaged to sit on a shelf like a book, and on the outside of each package are listed information and hardware requirements.

Programs released by dilithium are divided into two categories: "major" traditional software products (such as TeloFacts, a tool for polls and survey analysis) which are sold mostly through computer specialty stores, and "minor" convenience software products (such as 32 BASIC Programs for the Apple or 32 VisiCalc Worksheets) which sell for about \$30 and are marketed mostly through retail bookstores.

Brain Food, the catalog of dilithium Press, includes a two-page introduction to readers which describes the company's categories of computer materials (General Interest, Business, Software, Programming, Hardware and Engineering), defines software, and provides a toll-free telephone number for anyone with questions. The same toll-free number

is listed on the software packages to offer support and information to the user.

"When it comes right down to it, computers and computer publishing are service industries," Merl Miller points out. "And service includes attracting people, making sure there is inexpensive software available, and helping people understand their computers."

#



Merl Miller

Biographical Sketch

Merl Miller is board chairman and co-founder of dilithium* Press. Since it was founded in 1977, the Oregon-based company has become the leading publisher of computer books and software for beginners with a worldwide network and marketing base of more than 5,000 outlets.

Miller is a Wyoming native with nearly 20 years of experience in both publishing and computers. The company's strategy, he maintains, is to publish for the general interest computer user.

"We want to explain computers in ways the consumer can understand. I'm a maverick in the sense that I believe there's a simple way of explaining everything, from computers to nuclear physics," Miller said.

He notes that with personal computer sales expected to triple in the next two years, more and more people will want to educate themselves about their machines. Most computer manuals currently in print are cluttered with jargon, and there is a great need for books such as those published by dilithium Press, which are clearly written and take the fear out of computers.

Miller himself has written eight books on computers, the best known of which is Computers for Everybody, co-authored with Jerry Willis. Now in its third edition, the book was recently declared by Time magazine to be one of the biggest-selling on the subject today.

A major appeal of Computers for Everybody is the homey, sometimes humorous style with which Miller and Willis explain what a computer *dilithium is written with a small "d".

-more-

is, how it can be used, and how to buy it. They ask readers, "Do you know what kind of engine your car has?" to illustrate why knowledge of isn't a prerequisite to using a computer.

The success of Computers for Everybody prompted Miller and Willis to write a companion book: The Computers for Everybody Buyers Guide. The guide reviews over 150 computer models, reporting in depth on everything from keyboard quality and software to service records.

Writing books has been a successful endeavor, but Miller's main interest lies in publishing them. After receiving a Bachelor of Science degree in systems engineering from the University of Wyoming, he decided he like people better than numbers, and in 1968 took a job in Boston as technical book salesman with Prentice-Hall.

Several years later, he moved to St. Paul, Minn. to work as editor for West Publishing Co. In 1975 he moved again, this time to Champaign, Ill., where, with the help of a friend's \$1,000 loan and \$9 of his own money, he started Matrix Publihsers, an engineering and computer science textbook company.

In 1977, Miller started dilithium Press as an answer to the growing need for understandable information on microcomputers. Matrix Publishers continues to publish engineering textbooks and is now a dilithium Press subsidiary.

Sales at dilithium Press were less than \$38,000 during the company's first year. Between 1979 and 1980, they jumped nearly 300 percent, and estimates for fiscal 1983 place revenues at over \$6 million.

Miller began writing computer books soon after dilithium Press got off the ground, because he found that most computer information was too technical for the novice user. People didn't need to learn about bytes and ROM to run a computer.

"I just didn't believe that the 'gee-whiz-isn't-this-marvelous-boys-and-girls' idea of computer hardware was going to make a company survive. A lot of companies like that went under; all they had was the technology," Miller said.

His first book was Home Computers: A Beginner's Glossary. It was followed by How to Make Money with Your Microcomputer, Computers for Everybody, Computers for People, From the Counter to the Bottom Line (a guide to business uses of computers), How to Use SuperCalc, How to Use TeloFacts, and The Manager's Desktop Computer.

Today, dilithium Press distributes books that range from the simple (Computers for Everybody) to the sassy (Nailing Jelly to a Tree).

A recent expansion of the company is dilithium Software. The programs published by this software service are marketed for bookstores as well as computer specialty stores, and they are sold at generally lower prices than software put out by large computer companies.

"When it comes right down to it, computers are a service industry," Miller said. "And service includes attracting people, making sure there is inexpensive, third-party software available, and helping people understand their computers." To this end, all dilithium Software packages carry a toll-free telephone number which booksellers and software buyers alike can call if they have questions.

dilithium also packages software to sit on a shelf like books, in accord with the company philosophy that there is no difference between software and a conventional book. "Both are ideas contained in a receptacle," Miller said.

People who don't know electronics or programming, Miller adds, can still use computers to save time and increase productivity tremendously. "They say that genius is 10 percent inspiration and 90 percent perspiration. When you have your computer doing the perspiration work for you, you'll have more time to become a genius," he said.

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8/23/83

Q&A: Merl Miller

By KATHY CHIN

Reporter

One of the pioneers in publishing computer books for novices, dilithium Press, was started by board chairman Merl Miller, an ex-fighter pilot in the Marine Corps, and owner of Matrix textbook publishers. It was named dilithium, says 41-year-old Miller, after the dilithium crystals that fueled the Starship Enterprise in the popular TV series "Star Trek." "We knew a lot of people in the computer industry were Trekkies," says Miller.

The idea to publish computer books for nontechnical types took seed in 1976 when Miller obtained an Altair microcomputer that came with extremely difficult documentation. After calling a friend repeatedly to ask how to operate the machine, Miller suggested that they combine their questions and write a book. *Two to the Tenth Questions and Answers about Home Computers*, published in 1978, maintained a satisfying shelf life of five years.

Since 1977, dilithium Press has leapt from \$38,000 in sales to \$5 million in 1983. To date, the firm has published over 80 beginner books with such nonthreatening titles as *Computers Aren't Scary Anymore*, *Computers for Everybody* and *How to Buy Your Own Computer*.

How do you determine how simple the information in your books can be, without insulting the reader's intelligence?

I don't think you can make it too simple. The standard for general-circulation magazines and newspapers is to write for the eighth-grade reading level. We try to write at the same level. If you make something clear, lucid and understandable, then it's not talking down to people. But we have had criticism that our books are too simple. *The New York Times Book Review* said our books were too simple and were great for people in Iowa. We like publishing books for people in Iowa.

We've noticed that on the majority of your books, there are dual credits: your name and someone else's. Some people say you don't do the writing but just the editing. Is that true?

All the ones that have my name on



Merl Miller, chairman of dilithium Press

them, I've written. I've written nine books for dilithium. Most of the books I write, I coauthor with Jerry Willis. We have 80 other authors that I have nothing to do with. We don't put a person's name on a book unless that person has written it.

Can you explain why the majority of your books have two authors?

One of the things that we have discovered with technical books is that it's hard for one person to know a field. Many times in the computer field, you tend to get so involved and wrapped up that you forget what it's like for the neophyte. I would be leery of anyone who would write his first book on his own without a coauthor.

How much are people willing to pay for a computer book?

We did one book in hardback because it was a history of the computer industry and, unfortunately, it didn't sell like we hoped. We sold 20,000 copies of the computer buyers' guide in three months, at \$20 each. It's not so much the issue if it's a paperback or hardback, but the important thing is: does the book deliver the value for the money? Our buyers' guide is 600 pages long. There are two ways to learn about a computer. You can buy a \$50 computer, or buy our \$20 book on computers and you'll learn more.

What is the shelf life of a book? And how do you keep on top of the industry?

I subscribe to 50 magazines and have a huge research staff. As for the shelf-life

question, some books naturally have a long shelf life. If you have a book on programming, you can bet it will have a long shelf life. The basic fundamentals on programming remain the same. But we get around the shelf-life problem by limiting the print run, publishing frequent updates and keeping it at a very simplistic level.

Is it true you've recently entered the software business?

We've been publishing software since 1978. Last year we started putting a disk in a book. Our best-selling package is More Than 32 Basic Programs for the Commodore 64. It's sold more than 70,000 copies. Our goal is to get software down to the same price as books in the \$10 to \$20 range.

Last year there were a number of major computer book deals signed such as *The Whole Earth Software Catalogue*, worth \$1.3 million. Are the days of the big book deals over?

I think it reached its peak last year. I think what publishers have found is that computer books are not like novels. There's a real easy way to throw away a lot of money in a hurry and make some really big mistakes. A technical book has got to be well written and informative, hopefully witty. It has to have good illustrations. But more importantly, it's got to be technically accurate.

I think it's a big mistake for a mass-market publisher to go out and sign up anybody who claims he can write a book.

Now that a swarm of publishers are entering the computer market right now, how has your marketing strategy changed?

Originally we advertised strictly in computer magazines. We tried to push the books in computer stores. Then we started selling to bookstores in 1979. Now, we sell 95% of our books in bookstores and 5% in computer stores. We no longer advertise in the more technical publications like *BYTE*. We do the big bulk of our advertising budget in *People*, *Time* and *Business Week*. We are following the same path with our software.

What's the hottest topic every writer in the industry wants to write about?

The Macintosh. Then it'll be robots. ●

Author tells how to pick a computer guide

By Jane Ferrell
Examiner staff writer

So you've finally made the decision to buy a computer.

But first you have to find out exactly what a computer is, you say? You don't know a ROM from a RAM, and you think byte is the English way to spell what you take out of a sandwich?

No problem. Despite the proliferation of computerese in the Bay Area, don't think you're the only one around here who's confused. There's an easy way to get acquainted with the little dark-screened microchipped buggers, says Merl Miller, co-author with Jerry Willis of "Computers for Everybody" and "Computers for Everybody 1984 Buyer's Guide."

His basic advice is three-fold:

- Don't take courses offered by computer stores. "Those classes should be retitled, 'How to Spend Your Money in Our Store,'" says Miller. He advises learning something about computers before you face a computer salesperson who's likely to be talking in a language you don't understand.

- Don't bother with basic computer courses in colleges, either. "Most of those are teaching you how to program Basic," he says. "That isn't what you need to know."

- Read a good computer guide before reading a buyer's guide. Of course, Miller is advocating his, but he has advice on how to choose from among the 3,000 guides on the market today.

"A good computer guide has two essential elements," says Miller. "It's good non-fiction. It's well-written, witty in places. It has easy-to-understand illustrations. Anyone can understand the information in it. There's no reason to home in on ROMs (read only memory) and RAMs (random

access memory)."

Miller and Willis say they wrote the book for intelligent adults with little or no technical background. They both tried out the book on their mothers.

"Secondly, it's technically accurate," says Miller. "Nothing is worse than reading a book that you really enjoy, then discovering that the guy didn't know what he was talking about."

Miller cited Peter McWilliams as an example. He writes well and has been given a lot of attention in the popular press, Miller said, but McWilliams' computer books contain inaccurate information and have been lambasted in computer magazines.

Technically inaccurate books come on the market because a lot of publishers wanted to publish computer guides, but "didn't take the time to get a technical editor to make sure all the information was accurate," says Miller.

Publishers that can be relied upon for technically accurate information, he says, are McGraw-Hill, Osborne (part of McGraw-Hill now), Sybex, Hayden and Oregon-based, lower-cased, dilithium Press, of which Miller is chairman.

"Computers for Everybody" has a chapter called, "Where to find everything we didn't tell you," which lists recommended bibliographies, directories, software reviews, other publishers, magazines and new publications.

So what makes Miller such an expert?

Miller, who has a degree in systems engineering from the University of Wyoming, began working in the publishing business as a technical book salesman for Prentice-Hall, then as an editor for West Publishing Co. He started his own publishing company, Matrix Publishers, an engi-



Examiner/Kim Komenich

MERL MILLER, CO-AUTHOR OF 'COMPUTERS FOR EVERYBODY'

'A good computer guide is non-fiction that's well-written and witty'

neering computer science textbook company in 1975 with \$9 of his own money and a \$1,000 loan from a friend. He was interested in microcomputers and bought one of the first ones that came out, a do-it-yourself kit.

"Eleven-thousand parts and just 15 pages of instruction on how to put it together. The book assumed you had a degree in electrical engineering. Fortunately, I did. But it

was still a mess to put together."

He began looking around at other books on home computers and found them all to be too difficult for the average person to understand. He asked a friend of his at Santa Cruz to write a beginner's book for him. "That book sold 12,000 copies in six months," Miller says, still remembering the event with some surprise. "Who would've thought they would've sold?"

D10 ☆☆☆ Jan. 29, 1984

S.F. Sunday Examiner & Chronicle

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DILITHIUM PRESS PIONEERS SALES OF SOFTWARE IN BOOKSTORES:

OFFERS RETAILERS FIVE POINT SUPPORT PROGRAM

BEAVERTON, OR (February 21, 1984) -- dilithium Press Ltd., a maverick in field of microcomputer book publishing, introduced the idea of selling reasonably priced software through bookstores. Tailored to the bookstore market, dilithium Press Software is unique in design. It offers the consumer the option of buying the book by itself or with a disk/cassette in a book/software package. The retailer can display dilithium Press Software on a shelf like a book and the consumer can get useful inexpensive software right next to the latest novel at the neighborhood bookstore.

And this original marketing concept is generating record sales. In 1983 dilithium Press Software's 32 BASIC Programs for the Commodore 64 sold over 65,000 copies, primarily through the bookstores.

Believing the software industry is and should be a service industry, dilithium has launched a 5-point support program for its retailers. dilithium Press Software offers:

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This 5-point software support program is offered only through dilithium Press. However, dilithium Press Software is available through your local distributor. Phone toll-free (800) 547-1842 for more information.

dilithium Press is the leading publisher of microcomputer books and software for the beginner. Based in Oregon, it publishes for the business, educational, and personal applications markets.

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800-547-1842

November 8, 1983

COMPUTERS FOR EVERYBODY 1984 BUYER'S GUIDE

Why is Apple so successful? What makes the VIC 20 computer such a good buy for your money? Why have Atari and Texas Instruments lost money? Which computers really are IBM PC compatible? COMPUTERS FOR EVERYBODY 1984 BUYER'S GUIDE, written by Jerry Willis and Merl Miller, tells you these and hundreds of other "insider" facts that are invaluable to you as you make your computer purchase. The book will be released by dilithium Press in late October 1983.

COMPUTERS FOR EVERYBODY 1984 BUYER'S GUIDE is a single source for up-to-date information on microcomputers. Merl and Jerry, co-authors of the bestselling COMPUTERS FOR EVERYBODY, make your decision infinitely easier and wiser. Written in an easy-to-follow style, the book is organized so you have the information you need right at your finger tips. 143 computer models are described in detail -- from the quality of their keyboard designs to the type of software available for them. A color section is included with photographs large enough to really see the features of the computers. And you're given information on what you can expect in terms of repairs, service and support for each computer model reviewed.

Merl and Jerry firmly believe that you deserve accurate, truthful information when you shop for a computer. And because of this, they tell you about the 12 Greatest Computer Lies and tell you what you can do about them.

Chapters include:

- ** Introduction to the Guide and Computer Hardware
- ** Introduction to Software

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-more-

dilithium Press



Feature Information

- ** Computer Lies
- ** Steps in Selecting a Computer
- ** The Cheap Seats
- ** Home and General Purpose Computers
- ** Business and Professional Computers
- ** Premium Business and Professional Computers
- ** Portable Computers

COMPUTERS FOR EVERYBODY 1984 BUYER'S GUIDE tells you how to buy a computer and gives you all the information you need to make a smart decision.

Jerry Willis is Professor and Director of the Educational Computing Center at Texas Tech University in Lubbock, Texas. Merl Miller is an industrial engineer who got involved in computers and electronics as a hobby. He has been publishing computer books for thirteen years, and is Board Chairman of dilithium Press.

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Painless Computer Buying

Computers for Everybody, 1984 Buyer's Guide, by Jerry Willis and Merl Miller. Dillithium Press, Beaverton, Ore. 586 pages. \$19.95.

If the authors of this hefty tome had done nothing more than write the book's third chapter and put it between covers, they still would have done the masses of computer buyers a great service. Very little is more frustrating for a first-time buyer than to realize later that he has been the victim of ignorant or impatient computer salesmen. "This program will work in your machine" is a common promise, or "of course this will run I.B.M. software."

In their third chapter, Mr. Willis and Mr. Miller deal with the 12 most common computer lies and what the reader can do about them. The first thing one can do, of course, is to buy the book. Not only does it deal with the misdeeds of salesmen, but it also has a refreshingly clear introduction to the art of purchasing a computer, and one of the very best collections of reviews of the machines.

The authors give luxuriously complete critiques of 144 current models, ranging from the "cheap seats" (computers that cost under \$600) to the home and general-purpose models (including the Apple IIe and Commodore PET), the business and professional computers (Morrow and Xerox), the premium business and professional models (I.B.M. and Wang) and portable personal computers (Kaypro and Compaq). The authors include their general opinions of the various models and highly informative background details, and also assess the quality of the keyboard and video display, disk drive and other storage capacity, plus available software, peripherals, service and dealer networks.

The second thing to do about computer lies is to memorize the third chapter: Though every buyer will not run into all of these dozen fast-sale tricks, it behooves the novice to be prepared. Does the word "lie" sound harsh? The authors thought so at first. "Salespeople in computer stores can be misinformed, after all," they reasoned. "And they have the right to gild the lily, don't they?" But they rejected that rationale. "It's not just stretching the truth when you are told that a computer runs thousands of programs when there actually are fewer than 10 programs currently available. Lies are lies."

Some of the common high-tech circumlocutions they discuss:

- **This computer is user friendly.** Probably 50 to 80 percent of the computers that claim to be so are not so easy to use, the authors say. Moreover, try to decipher this supposedly user-friendly byte of documentation cited by the authors from one computer manual: "Positional parameters are substituted in their order on the invocation line for corresponding occurrences in the batch file."

- **Plenty of software is available for this computer.** This can be a deceptive half-truth. It depends on what kind of software you are looking for. Even the most popular computers have gaps in available software. I.B.M. still does not have a lot of educational packages written for it, while Atari computers are short on business programs.

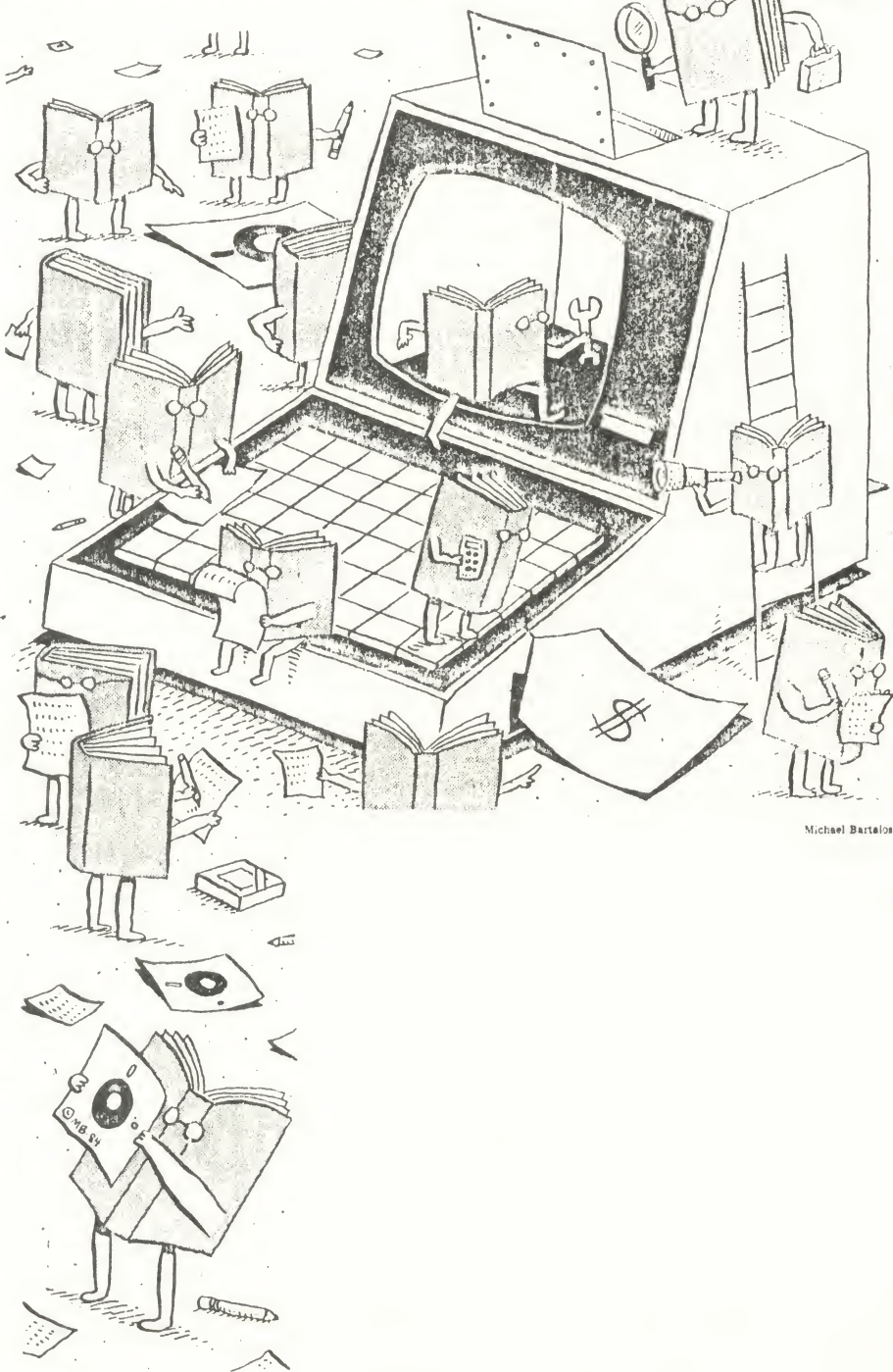
- **This computer is compatible with the I.B.M. PC.** This is probably the least understood and least researched claim in the business but certainly one of the most important, since so much of the industry is moving toward compatibility with the PC —

that is, the ability to use software designed for the PC. And pity the wide-eyed buyer who gets delivery of his "PC compatible" machine, only to find it doesn't run his favorite I.B.M. program. "Other than the I.B.M. PC itself, to our knowledge, there is no computer that is completely compatible," the authors say. But they note that of all the compatibles, the Compaq is the most compatible.

While the authors like many of the machines they review, they seem to have a preference for some. And why not? The computer experience is highly personal, and there is no sci-

tific formula for personal preference. They seem to be particularly enamored of the Eagle PC — the machine they used to write their book — for its keyboard, its highly usable word processing software and high-resolution screen. They also like the Texas Instruments Professional Computer (not to be confused with T.I.'s \$100 99 4/A, a discontinued model) and of course the I.B.M. PC, among others.

In all, the authors make the computer buying task a lot easier, and despite the book's rather steep price it is worth a well-worn place on the beginning hacker's bookshelf.



Michael Bartalos



dilithium Press

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